

CHEMIST & DRUGGIST

The newsweekly for pharmacy

April 26, 1986

a Benn publication

Pharmacy role
shift upheld
in Green Paper

President urges
closer look
at Nuffield:
more comment

Vantage gets
Cm backing at
Montreux
Convention

SK&F protect
vagamet patent

Queen's Award
for Strathclyde

Macarthy's Ltd
— MD resigns

Sunday trading
won't lie down

Harley still
plagued by
salmonella

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Incorporating
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Editor:

John Skelton BPharm, MPS

Assistant Editor:

Patrick Grice BPharm, MPS

Beauty Editor:

Penny Farmer BA

Features Editor:

Steven Titmarsh BPharm, MPS

Contributing Editor:

Adrienne de Mont
BPharm, MPS

Technical Reporter:

Robert Darracott, BPharm, MPS

Editorial Assistant:

Nia Williams, BA

NPA Reporter:

Liz Hunt BPharm MPS

Art Editor: Jonathon Bobbett

Price List Controller:

Colin Simpson

Advertisement Manager:

Peter Nicholls JP

Assistant Advertisement**Manager:**

Doug Mytton

Production: Shirley Wilson

Publisher:

Ronald Salmon FPS

Director:

Christopher Leonard-Morgan

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Country & South Wales: 10
Badminton Road, Downend,
Bristol BS16 6BQ 0272 564827

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COMMENT



Another piece in the Government's primary healthcare plan fell into place this week with the publication of the long-awaited Green Paper. But healthy solutions both for the public and the professions are perhaps still some way off. Cynics could suggest that the Government which thrust the limited list on the unsuspecting pharmaceutical industry is growing battle weary in the run up to a general election, and may wish to postpone policy decisions to a new term of office.

The discussion document has clearly been held back to take account of the Nuffield Report, which, in its turn, should have followed in the wake of the new NHS contract for pharmacy contractors. That the Government drew back at the eleventh hour from making Regulations to introduce the contract in Autumn 1985 may now be fortuitous. Each profession, and particularly pharmacy, has everything to



play for in the debate to come. However, pharmacy has an advantage in that Nuffield and the Green Paper include pointers for a way forward on the contract. The PSNC has better grounds now for shifting the emphasis from dispensing piecemeal, to a proper reward for services rendered in an advisory capacity. "Stage two" of the contract may yet be some way off, but pharmacists now have a real chance to act out their role.

Again the Government underlines a need for tighter

standards and their clearer definition in pharmacy. Pharmaceutical Society president Dr Geoffrey Booth last week underlined the urgency of the present discussions on standards with the Department. A profession which seeks to limit entry to NHS contract must make sure existing contractors can be properly controlled in order to protect the public from the ensuing monopoly. Dr Booth is right to caution a too ready adoption of the Nuffield creed, and to point out rigorously his doubts about its proposals for a relaxation of the law over supervision of dispensing and medicine sales.

The debate within the profession must be earnest, vigorous and to the point. Much more public discussion about role, and onlookers could start to doubt our self-belief. The Green Paper holds no real bogies for pharmacy. It is high time the profession laid a few of its ghosts.



Echoes of Nuffield in Green Paper

The long-awaited Green Paper on Primary Health Care has finally arrived as "an agenda for discussion". Said to be the most comprehensive review of the NHS since it was established in 1948, the document aims to create debate about standards and the efficient use of resources. For pharmacy, the Government welcomes the Nuffield Report and the detailed and thorough examination of the issues contained in it. Among specific proposals, the Government sees the case for change on the supervision of dispensing, and is welcoming views on changes to the medicines classification system.

The report acknowledges a shift in the pharmacist's role away from making up medicines, but points out that other components of his knowledge are becoming increasingly important. "The Government believes that these developments create a need and provide an opportunity for pharmacy skills to be put to more and better use," it says.

The Government is to examine "carefully and positively" what further different contributions pharmacists might make to NHS primary care, but without forgetting quality of service and value for money. It looks forward to the general debate on Nuffield.

However, the Green Paper points out that neither the professions nor the Government wish to see an extension of the pharmacist's role result in confusion over responsibilities to the patient.

There is also mention the new contract, currently the subject of legislation going through the House. The Government

again puts its full backing to the contract as giving a service that reflects patient need. Some savings will go to finance the wider role for pharmacists, others will give the taxpayer better value for money.

Two particular areas are picked out for special comment. On the question of supervision of dispensing, it says: "The Government sees the case for change on the lines of the Nuffield Inquiry's suggestion of greater flexibility and hopes that an acceptable pattern for the future, including firm guidelines on dispensing standards, will emerge from the debate on the Nuffield report."

However, the adoption of any of these proposals needs to be accompanied by a clear definition of the standards of service to be delivered to the patient and arrangements for their monitoring. Discussions on standards have already started with the Pharmaceutical Society.

It is important that the system of medicine sale or supply does not impose

unnecessary restrictions on patients getting the medicines they require, the Green Paper says. It points to the deregulation of ibuprofen as an example. The Government welcomes views on the operation of the classification system to see whether further changes are appropriate.

Consultation on the Green Paper will take place up to the end of this year. Social Services Secretary Norman Fowler said that the Government would be arranging meetings in large centres like Birmingham, Newcastle and Manchester, as well as London, and would also hope to arrange other meetings in areas where medical services have problems, like rural areas. Tory MPs expressed concern over rural pharmacy after the paper was announced in the Commons.

He would not be pressed on a timetable after that, saying that it might be possible to move to a White Paper, or straight to legislation next year. It is thought, however, unlikely that legislation on any of the proposals is likely to be implemented before the next general election.

Among other proposals are "health care shops," combining doctors, dentists, opticians and pharmacists under one roof in an extension of the health centre idea, compulsory retirement for GPs and dentists at 70, with flexible retirement from 60. And 24-hour retirement, which enables GPs to collect their lump-sum pension, then be re-employed by the NHS is to be phased out.

The Government also proposes a "good practice allowance" to be paid to GPs offering more and better services, out-of-hours cover, attendance at training course and immunisation services. They are also keen on more information on GP services so that patients can make a better choice of which doctor to register with.

Another report on which the Government is inviting comment, — "Neighbouring nursing, a focus for care" — suggests the setting up of Neighbourhood Nursing Services in every area. Highly skilled "nurse practitioners" should be more widely used to promote better health care, it says.

It also suggests that experienced nurses should be allowed to prescribe drugs, though Community Nursing Review chairman Julia Cumberlege says she expects this to apply only to dressings and other simple agents, where getting a prescription is tiresome and delays treatment. This, and a suggestion that in some cases nurses are able to change drug dosage, would, she said, be under strictly defined guidelines.

Primary Health Care: An Agenda for Discussion, £6; *Neighbourhood Nursing — a Focus for Care*, £3, available from HMSO.



Labour suggest cash motive

While agreeing that the Green Paper was right to seek to increase the role of pharmacists, Mr Frank Dobson, the Labour health spokesman, warned of the danger of conflict between professional advice and making money out of selling medicine.

He suggested in the Commons on Monday that the Treasury would like to encourage more OTC sales in the hope that this would lead to the transference of costs now borne by the NHS to the patient.

Mr Fowler taunted Mr Dobson with having to indulge in "scatching around" to find points of criticism partly because

the Labour Party, in such matters as the limited list and the continuing need for prescription charges, was beginning to move into line with Government policy.

He agreed with Mr Charles Kennedy, health spokesman for the Social Democrats, that Mr Dobson had been wrong to suggest that chemists "could not distinguish between profit and the health and welfare of a patient."

Mr Fowler said the legislation currently before the House reflected the Government's intention to avoid "over provision of pharmacies" and he accepted the importance of maintaining dispensing doctors in rural areas.

Several Tory backbenchers complained that the Green Paper paid too little attention to rural pharmacy. Mr Fowler promised to hold consultation meetings in some rural areas in order to get an insight into their problems.

NPA like the tone

Director Tim Astill said, as an immediate reaction, that the NPA was very pleased indeed to see the tone the Green Paper had taken.

To have paragraphs labelled "importance of pharmacy," was a breakthrough, he said. "Even in a Green Paper for Government to admit that pharmacy is important is new, if not unique," he said. Comments on the pharmacists' extended role were very much in line with the NPA's submission to the Haffield and the Committee of Inquiry's subsequent Report.

On the suggestion that there might be some relaxation in supervision, Mr Astill said he was glad pharmacy itself would be deciding how far dispensing should develop. However such a proposal needed careful consideration, for it was going to be difficult to decide the parameters on which such flexibility would operate. "But the principle underlying it is one we are happy to accept — pharmacy is a profession that can look after itself."

Clucas turns to distribution

Mr Kenneth Clucas, fresh from the Haffield Committee, is to chair the DHSS-sponsored working group on pharmaceutical distribution.

The group is to assess the pharmaceutical Price Regulation Scheme and the reimbursement system in light of the need for fairness and cost effectiveness in the distribution of medicines through

the family practitioner services.

The group has been asked to report by July 1. It is understood this early deadline is because Minister for Health Barney Hayhoe is due to appear before the Public Accounts Committee later in July. The group meets for the first time early in May.

The membership is: James Diamond (president, ABPI), David Green (Cox Pharmaceuticals Ltd), Jim Matthews (ABPI), Gerald Brooks (chairman, NAPD), Oswald Logan (director, NAPD), and David Sharpe and Alan Smith from the PSNC. DHSS representatives are John Long (assistant secretary, PPRS), Margaret Moodie (assistant secretary, pharmacy reimbursement), and John Merrills (principal pharmaceutical officer).

SHHD considers substitution

The Scottish Home and Health Department is considering a pilot scheme for the introduction of generic substitution in Scotland.

GPs would authorise pharmacists to dispense a substitute by ticking a box on the prescription. The plan was drawn up by the Scottish General Medical Services Committee and the Royal College of General Practitioners as a pilot for the whole UK. A DHSS spokesman told *C&D* there were no plans to introduce a similar experiment in England but the Department would keep in touch to see how any Scottish trial progressed.

The Pharmaceutical General Council and the Pharmaceutical Society's Scottish Department have not yet been consulted.

Legal moves on Spanish Tagamet

Smith Kline & French have taken legal action against a Leeds wholesaler holding stocks of Spanish origin Tagamet, alleging patent infringement.

The company recently placed advertisements in the pharmaceutical Press (*C&D* March 29) warning pharmacists not to purchase or dispense Spanish Tagamet.

The company has been granted *ex parte* by the High Court in London an Order against Simandon Pharmaceuticals Ltd of 2 Meanwood Close, Leeds, requiring delivery up of Simandon's total stocks of Spanish-origin Tagamet, full disclosure of the names of their suppliers and certain commercial documents. In addition an injunction was granted prohibiting Simandon from trading in Tagamet imported from Spain.

The Order was served on April 14 as a result of which a quantity of Spanish-origin Tagamet was seized from Simandon's premises.

At a High Court hearing on April 18, Simandon accepted that they should be restrained until judgment or further Order of the Court from trading in Spanish-origin Tagamet. There is no date yet for judgment.

When Spain became a member of the EEC the terms of accession excluded free movement of goods subject to patent rights. Imports of medicines from Spain which are covered by UK patents cannot be sold in this country, say SK&F. A spokesman said the company was aware of the existence of Spanish Tagamet from other UK suppliers, but he was not aware of any other legal action being taken.

Premises up 22

The number of pharmacies rose by 22 in March, bringing the number of premises on the Register up to 11,427, nine down on the beginning of the year.

There were 38 openings in England and 17 closures (three openings and three closures in London). Two pharmacies opened in Wales, while Scotland saw one opening and two closures.

PSNC is planning a series of regional "PR teach-ins" with LPC officials. The programme is to be put to the May meeting of the new committee for approval.

Waymade fined for PI error

Pharmaceutical suppliers Waymade Ltd were fined £400 with £20 costs for a labelling error involving Voltarene imported from France on Tuesday.

Waymade Ltd of Rayleigh Road, Eastwood, admitted before Southend Magistrates that in June 1985, it failed to place an accurate label upon a pack of Voltarene — 50mg tablets were wrongly said to have a strength of only 25mg.

The error occurred when Waymade over-labelled the drugs before despatch to their 20 pharmacies. Almost all were later

returned and it was not suggested that anyone suffered.

Mr David Ross, for the DHSS, said. "The consequences of a double dose could have been serious. They would include diarrhoea, headaches, skin rash and peptic ulcers." But the Department accepted it was a genuine mistake.

As soon as company director Bhikhu Patel learned of the error, he recalled the drugs. Mr Philip Kelly, defending, said: "No one actually took any of the tablets and there has been no complaint from any member of the public."

Mr Kelly claimed that the inaccurately labelled package was discovered by a representative from Voltarol's UK supplier, Ciba-Geigy. The court heard that Waymade now relied upon the API to relabel its imports.

Nuffield touches all professionals

A Nuffield recommendation for continuing assessment of practice has implications for all health care professions, says Paul Turner, professor of clinical pharmacology at St Bartholomew's hospital.

"It is inconceivable that continuing assessment could be adopted by one health profession without demands for it to be made mandatory for all," he says in the *British Medical Journal*. And Professor Turner adds that doctors will be unable to avoid being caught up in changes resulting from implementation of Nuffield. As drug reactions and interactions become more complex, prescribing doctors will be increasingly dependent on the advice of pharmacists and clinical pharmacologists.

Professor Turner describes the Report as "positive and optimistic" for pharmacy.

Labour unveil their health plans

More convenient surgery hours for working people, more local health centres and a national network of cancer screening facilities are among the Labour Party's plans for health announced this week.

The cancer screening network would give every woman the right to a regular smear test, with rapid results, backed by an efficient computerised recall system. Tests would be available through well women clinics, health centres and GPs.

Speaking at a Press conference on Tuesday, Labour leader Neil Kinnock reiterated the Party's intention to relax the limited list allowing more flexibility for patients in whom the relevant white list drugs were unsuitable.

Labour also wants to encourage patients' advisory committees in GPs practices, so patients would have a "real say" in their health care. Other aims include shorter hospital waiting lists and the promotion of mutual support groups.

Call for ban on milk sampling

The Baby Milk Action Coalition is calling for full implementation of the WHO code on marketing infant formulae which could mean a ban on routine distribution of samples to mothers by manufacturers.

Patti Rundall of the Coalition claims that manufacturers have so far adopted those parts of the Code which they wanted.

Baby milk substitute manufacturers in the UK say they have made considerable changes since the UK code was adopted. And Cow & Gate for one believe that mothers are adequately protected.

Pfizer has settled a piroxicam patent infringement dispute with Mr Malcolm Town and his company, J.O. Town (Harrogate) Ltd, which trades as Townendale Pharmaceuticals. Townendale had been importing Spanish Feldene into the UK. In the out-of-court settlement, the company agreed not to infringe Pfizer's UK patent in future, and a similar undertaking has been given by Malcolm Town. Further terms of the settlement are not disclosed.

Improved offer on out-of-hours

The Guild of Hospital Pharmacists is considering a marginally improved offer in settlement of the out-of-hours problem.

The management side of Pharmaceutical Whitley Council are now offering an increase of £700 on the basic grade scale, designed to give some help to the recruitment situation, with a move up one point on basic grade and staff scales to pharmacists undertaking emergency duties.

While the offer is some way towards a solution, it is thought to be still not enough. Staff side would like to see higher grades, who nonetheless perform emergency duties, included in any offer. It is hoped to arrange informal talks between management and staff side representatives to clarify these and other points.

Any offer that is accepted by staff side will be put to a ballot of Guild members.

☐ Staff shortages continue to bite. The out-patient dispensing facilities at Croydon General Hospital have now been withdrawn; out-patients at the nearby Mayday Hospital have been taking prescriptions to community pharmacies for some time now.

District pharmaceutical officer Carol Walsh says she is six basic grade pharmacists down. This represents a 70 per cent shortfall in the basic grade establishment. "We are still managing to provide a ward pharmacy service, but not to the level we would like."

Florida go-ahead for POM sales

Pharmacists in Florida will soon be able to counterprescribe certain prescription medicines according to a report in USA Today.

But doctors in other states are preparing to fight the measure which has already been defeated in several States. Hospital pharmacists in Washington and California can already "prescribe" some drugs.

The law could save consumers money: pharmacists are expected to charge US\$3-US\$5 for dispensing a medicine compared to US\$25-US\$50 for a visit to the doctor, says the report.

Doctors are reported to be worried that pharmacists may misdiagnose patients, but the pharmacists say they will counterprescribe only within guidelines.

Lay members join RDC

The Rural Dispensing Committee will have three deputy lay members for the first time when it meets this week.

Previously there were only deputy medical and pharmaceutical members. The new lay deputies are: Mr P.C. Deeble, a retired local government officer and lay member, Cornwall and Isles of Scilly FPC and South Western Regional Health Authority; Mr W.H. Rawson, a self-employed retailer in Lincoln, a councillor on Lincs County Council and lay member, Lincs FPC and North Lincs Health Authority; and Mr J. Butler, master of Darwin College, University of Kent, a former lecturer in politics and government and a member of Canterbury and Thanet Community Health Council.

Mr Graham Walker is a new pharmacist member and Mr R. Dickinson, a deputy pharmaceutical member (last week, p782). A new deputy medical member is Dr R.J. Walshaw.

The RDC is hoping to come to a decision on whether Hardingstone in Northants is rural in character. On Thursday, after *C&D* went to press it was to deal with an appeal by local pharmacists against the dispensing subcommittee verdict that the area is rural. The LPC argues that it is now urban. The committee will also consider five applications from doctors and one from a pharmacist.

DHSS prosecutes

The Department of Health has successfully prosecuted 20 companies and others for offences under the Medicines Act since 1980 — proceedings are under way in a further four cases.

Three of these cases involve the alleged sale or supply of medicines without product licences (one case involving parallel importers Europharm is due to be heard at Worthing Magistrates Court on April 28). The fourth case, involving an allegedly misleading advertisement for Surgam, has been committed by magistrates to the Central Criminal Court.

In January 1986, chemists and appliance suppliers in Northern Ireland dispensed 1,185,678 prescriptions (732,803 forms) at a gross cost of £5,970,408.95 and an average cost of £5.04.

Chemist & Druggist 26 April 1986

'Free' choice

I won't go on about it, but I have to say how relieved and surprised I was to see the Government defeated on the Shops Bill. It almost looks as though my deep felt belief in the ultimate fairmindedness of the British people — in this case as represented by parliamentarians — was justified. I liked the comment last week from the superintendent of R. Gordon Drummond Ltd, Mr G. Green. "We are already involved in Sunday trading in Scotland where, it is said, there are no problems. There are always problems in persuading staff to give up their Sundays."

Of course there are! But from my knowledge of some major national chains, terms of employment make it obligatory to conform to company requirements. Unless you agree to the terms you don't get the job, ie the employment is dependent on "free" acceptance of these terms.

You cannot seriously believe that were Sunday trading to become the law the major retail employers would pussyfoot around the problem of Sunday staffing! Of course they wouldn't. They would give prospective employees the free choice. And anyone who wanted a job would have to take it...comrade.

Give me air!

I've had a lot of oxygen scripts lately, and on occasions, calls for an extra set for individual patients who found they needed one in the bedroom and another downstairs for daytime use. These severely ill people could hardly get themselves up their stairs, and since there was no possibility of them humping an oxygen set — my set — upstairs without dragging it, the doctor wrote a script to cover the need.

I don't mind. In fact, after having three damaged sets repaired recently I prefer the new arrangement. But the catch is, I now have all my sets out, to fewer than my holding number of patients. I'm not sure if I want to increase my holding either. It is barely profitable when they are all out in use, since by the nature of the disabilities which make patients weak, there is a fair incidence of damage, bent spindles, broken gauges, and more exasperating, is patient inability to tighten the handscrew when changing cylinders. This means I have to make another visit.

My GP rang me the other day. "What's the position about delivering oxygen?" he asked, "I've had this letter from the Department of Health instructing me to order in multiples of three cylinders to cut down the cost of deliveries. I don't see how

any of my patients are strong enough to change a cylinder, certainly they can't carry them up or downstairs, and in some homes there is no storage room.

I told my doctor he was dead right. I had just been called out to fit a set to a spare cylinder I delivered the previous night, and was none too pleased about it. And not only that. If oxygen scripts are going to be for threes, my cylinder holding will increase at a time when the suppliers are asking for faster return of empties. I wish the Civil Service clown at the Elephant & Castle who dreamed up this idea for saving on costs, could be made to work a couple of weeks in my pharmacy.

Gone mad

When I arrived at work all bright and breezy after a day off my staff informed me my locum had been none too happy, because my tablet counter, faithful old Kirby Lester, had "gone mad." The man had had to count all the tablets by hand. Rather dashed by this news, for I rely on this bloke to do odd days for me, so take pains to make sure he is properly covered by staff etc to make his day pleasant, I peeled the label (which said, of course, "gone mad, don't use") from the display. I asked what exactly had gone mad. "It's the numbers," I was told. "They just keep counting up and up then jam."

Now, I reckon I'm pretty easy going, but this news from a dispensing assistant who has been with me for many years, made me see red. I admit, shamefacedly, I went mad and swore oaths as I took out the simple faults sheet she had helped me prepare from our experience years ago.

"There!" I pointed, as I switched the machine off, turned it round, opened the back and took out the sluice funnel which holds the bulb. "There!" I said again as I cleaned the dust off the bulb and wiped a duster round the photo-electric cells. "There!" I said as I put it back together, after a thorough clean and saw figures bright and clear and perfectly stable.

"Next time," I said in anger, "next time you think you have to bring out the triangles, why don't you bring out the drums and trumpets too? Maybe the noise will jar some of the dust off your memory." I dissipated my anger by pounding away typing labels for ten minutes until I was able to ask more gently, why on earth she hadn't taken out the instruction sheet?

Apparently she didn't like to when Mr Locum was in charge! I laughed. What else could you do? And even more gently said it would have been alright. She must do it in future if I wasn't around...But it still leaves me baffled. A whole day's work by hand. Incredible.

Teoptic eye drops

Manufacturer Dispersa (UK) Ltd, Westhead, 10 West Street, Alderley Edge, Cheshire SK9 7XP

Description Clear, colourless, odourless, sterile solution containing carteolol hydrochloride 1 per cent or 2 per cent w/v with benzalkonium chloride preservative
Uses Reduction of intraocular pressure, eg in ocular hypertension, chronic open-angle glaucoma and some secondary glaucomas

Dosage Adults: One drop of 1 per cent solution twice daily in each affected eye. This may be increased to one drop of the 2 per cent solution twice daily if the response is not adequate. **Elderly:** Usual adult dose. **Children:** Not recommended

Further information Carteolol hydrochloride is a beta blocker with intrinsic sympathomimetic activity. Unlike miotics the drug reduces intraocular pressure without altering accommodation or pupil diameter. A slight increase in pupil diameter may be seen if patients are transferred to Teoptic from miotic therapy

Contraindications Unsatisfactorily controlled cardiac insufficiency; bronchospasm, including bronchial asthma; chronic obstructive pulmonary disease; pregnancy, and hypersensitivity to components

Precautions Use with caution in patients taking systemic beta-blockers and those for whom beta-blockers are contraindicated. Soft and gas-permeable contact lenses should not be worn while using the drops. Carteolol penetrates breast milk and should be used only at the physician's discretion in lactating mothers
Side effects Occasionally local irritation, corneal disorders and bradycardia, dyspnoea, headache, lassitude, vertigo
Pharmaceutical precautions Use within one month of opening

Packs 1 per cent: 5ml dropper bottle (£5.05 trade); 2 per cent: 5ml dropper bottle (£5.67 trade)

Supply restrictions Prescription only
Availability From April 28, distributed by Ciba-Geigy Ltd, Wimblesbury Road, Horsham, West Sussex RH12 4AB
Issued April 1986

Ortho-gynest pessaries

Manufacturer Ortho-Cilag Pharmaceutical Ltd, Saunderton, High Wycombe, Bucks

Description White pessaries each containing 0.5mg oestriol
Uses Atrophic vaginitis and kraurosis

vulvae in post menopausal women, and for treatment of pruritis vulvae and dyspareunia when associated with atrophic vaginal epithelium

Dose One pessary daily inserted high into the vagina. A maintenance dose of one pessary twice a week can be used after restoration of the vaginal mucosa

Contraindications, etc As for other oestrogen products. See Data Sheet
Packs 15 individually sealed pessaries (£4.57 trade)

Supply restrictions Prescription only
Issued April 1986

Hismanal suspension

Hismanal is now available as sugar-free suspension (100ml £2.90 trade). The Prescription Only suspension contains 1mg astemizole per ml and is particularly suitable for children with hayfever or non-seasonal allergies, say Janssen Pharmaceutical. The usual maintenance dose for children is 5ml daily, taken one hour before food. 15ml may be given for up to seven days and 5ml thereafter, say Janssen Pharmaceutical Ltd, Grove, Wantage, Oxon OX12 0DQ.

Fluvirin '86

Evans 1986 Fluvirin campaign starts with medical Press advertising this week. The company will be mailing retail pharmacies shortly. Fluvirin 0.5ml (1 dose) pre-filled syringes include A/Chile/1/83(H1N1), A/Mississippi/1/85(H3H2) and B/Ann Arbor/1/86 as recommended by the WHO. Evans Medical Ltd, 318 High Street North, Dunstable LU6 1BE.

BRIEFS

Halcion tablets (both strengths) are now available in 250-tablet packs (0.125mg, £13.68; 0.25mg £18.43 trade). Upjohn Ltd, Fleming Way, Crawley, West Sussex.

Berk's generic amoxycillin in 500s: A pack of 500 amoxycillin 250mg capsules (£82.75 trade) effectively replaces the 100 capsule pack discontinued earlier this month, say Berk Pharmaceuticals Ltd, St Leonards House, St Leonards Road, Eastbourne, Sussex BN21 3YG.

H-B-Vax production and stockholdings have been increased to ensure that supplies are immediately available for all individuals 'at risk' of infection, say Thomas Morson Pharmaceuticals, Hertford Road, Hoddesdon, Herts.

Mucogel antacid suspension will be available in a 500ml economy pack from May 6. Pharmax Ltd, Bourne Road, Bexley, Kent DA5 1NX.

Neulin SA 250mg tablets will be available in a 500 tablet bottle from May 1.

Salbulin sugar-free syrup will be colour-free from May 1. Riker Laboratories, Morley Street, Loughborough LE11 1EP.

Stromba tablets are now available in a calendar pack. Based on modules of 14 tablets, each blister strip is annotated with day markings. Each carton contains 56 tablets, equivalent to 28-days treatment at 5mg twice daily (£17.94 trade). However, the company says the design of the pack also allows a dose of 5mg once daily. Existing bottle packs will be discontinued as stocks are exhausted. Sterling Research Laboratories, Onslow Street, Guildford, Surrey GU1 4YS.

2-minute test for pharmacies

A two-minute pregnancy test utilising monoclonal antibody technology has for the first time been introduced for in-pharmacy testing, claim distributors Britpharm Laboratories. Tandem Icon is already used in hospitals following its introduction a year ago.

The Tandem Icon assay detects human chorionic gonadotrophin by using two monoclonal antibodies — the first immobilises the molecule and the second causes a colour change. The assay takes about two minutes, with a sensitivity of at least 40 mIU/ml, say Britpharm.

The procedure is simple, and the result clearly defined, the company claims. Five drops of urine sample are added to a membrane surface of a small cartridge kit, and allowed to drain through for five to ten seconds. Three drops of conjugate are then added, followed by a wash solution. Development occurs with the addition of a substrate reagent.

Britpharm claim the assay is easier to perform than a tube test, as fast as a slide test with the reliability and sensitivity of radio immunoassay. US trials proved Tandem Icon to be 99.6 per cent accurate — with only one false-positive in a series of 241 patients.

The product is supplied in cartons of 24 or 48, and prices at £1.50 per test. Reports — for either patients or their GP — are available with orders, as well as a door sticker announcing the service. Britpharm Laboratories Ltd, Progress House, Albert Road, Aldershot, Hants GU11 1SZ.

For the best selling, best tasting babyfoods, we called in the experts.

"Little Experts" know what they like

They're only babies, but they're experts on what tastes good. They haven't learned to talk yet, but they can say "yes" or "no" very convincingly at mealtimes. Taste after taste the "Little Experts" vote Milupa their number one favourite.

That's why Milupa Babyfoods are best sellers

Brand leader in Independent Chemists, Boots and the total dried babyfood market.

(Independent Research Data 22 2 86)

Biggest ever promotional campaign

This year we are launching our biggest and best-ever campaign:

- £2 million spend on advertising and promotion.
- "Little Experts" will be featured in all the big magazines – Woman, Woman's Weekly, Woman's Realm, Good Housekeeping, Living, Family Circle, Mother, Mother & Baby, Parents plus Trade and Paramedic press.
- 3 million free samples for "Little Experts" to try.
- 4 million 10p-off coupons for mothers.

"Little Experts" mean big profits

It's Milupa's biggest promotion ever. Make sure you can meet the extra demand. The "Little Experts" advise you to stock up in a big way, right away.

milupa[®]

Milupa babyfoods. The one taste little experts agree on.



Stock the best selling babyfoods
little experts agree on.

Please tell me more about Milupa best selling babyfoods
I'd like a representative to visit me ☐
to telephone me ☐

Name _____ Title _____

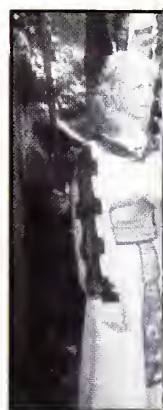
Address _____

Postcode _____ Tel. _____

Return to: Mr Graham Ford, General Sales Manager,
Milupa Ltd, FREEPOST UX41, Uxbridge, Middlesex
UB10 9BR (no stamp needed).

C&D/7/4

DON'T GET STOCK



DON'T . . .



COMPLEX . . .

TOTALLY FRESH TV.

You've never seen anything like the Amplex TV commercials. They're wickedly watchable, telling our audience of 10 million 16-34's "Don't get a complex, get Amplex."

They feature the Amplex Total Freshness range, including Amplex roll-on deodorants (pushing hard for Britain's Number 1 spot), Amplex fresh breath capsules and the new



THE AMPLEX TO
AM

A COMPLEX, MPLX.



A . . .



AMPLEX!



Amplex For Men range.

These crazy, compulsive commercials will help sell the entire Amplex Total Freshness range on ITV, Channel 4 and TV-AM.

So don't get a complex, get talking to your Amplex representative or wholesaler and stock up now.

**OR RING THE AMPLEX HOTLINE ON
0372 376151 AND ASK FOR JEFF WATSON.**

SHNESS RANGE
PLEX



Together we can raise
£100,000
for Baby Incubator Units

See special packs for details

Wisdom made simple...

Addis have restructured the Wisdom range to simplify the presentation of toothbrushes at point-of-sale.

The range has been divided into three groups. All feature a family motif for ease of brand identification, but each group has been given colour-coded packaging to give clarity at point-of-sale.

The Professional group features magenta livery, the Regular Nylon group, turquoise, and the Specialist group, which includes Plaquemaster and Bristle, green.

The first stage of this programme was launched in November 1985 with the Professional group. The launch of the repackaged Nylon Regular and Specialist groups now completes Wisdom's restructuring programme. A national television campaign supporting the brand, plus an on-pack promotion campaign, will break early Summer. *Addis Ltd, Rushworks, Hertford.*



Rosy future

Woods of Windsor are bringing out a new fragrance — and giving their name to a rose.

The fragrance, called Rondaletia, has top notes of rose, ylang-ylang and nutmeg. Initially, it will be available in a range of five products: eau de toilette, in a lead crystal atomiser (100ml, £9.95); eau de parfum, in a 15ml spray bottle with pinstripe design (£4.45); and on the toiletry side, body milk (250ml £5.95); bath oil (25ml, £3.95) and soap (100g, £1.45).

Advertising will appear in women's magazines towards the end of the year. *Woods of Windsor Ltd, Queen Charlotte Street, Windsor, Berks S24 1LZ.*

New passport

Unichem's next Passport to Riches promotion starts on May 1 and runs throughout the month.

Products featured in the promotion are: Alberto shampoo, Andre, Deep Fresh, Elastoplast, Elnett hairspray, Farleys Ruskis, Kodak stock box, Milupa, Soft & Pure, Supersoft Once, Sweetex, Toni perms and Wilkinson Sword.

The profit power promotion is available on: Alberto Natural Silk and Alberto VO5, Alka Seltzer, All Fresh, Ambre Solaire Duo Tan, Angiers Junior, Aqua Ban, Aspro, Babyfresh, Baby Wet Ones, Badedas, Bikini Bare, Bran Slim, Casual, Clearblue pregnancy test system, Cooper insecticides, Crest & Tartar Control toothpaste, Cussons Pearl, Do-Do, Doans extra strength backache pills, Dr Whites looped, Duracell, Germax, Germolene footspray, Handy Andies, Harmony hairspray, Haymine, Haze, Head & Shoulders, Imperial Leather, Interdents, Johnson's baby shampoo, Kleenex, Macleans Sensitive toothpaste, Matey, Nippon, Nivea, Palmolive soap, Pears, Poli-Grip, Ponds, Progress, Quickies, Settlers, Signal toothpaste, Simple, Slim Line, Speedstick, Stain Devil stain removers, Studio Line, Sucron, Sun-In, Super Softies, Sure, Trugel, Ultrabrite toothpaste, Vapona, Vitalia, Wella hairspray, Wernets, Witch Doctor/Stik, Wood Nymph and Woodwards gripe water.

Sundries available comprise: Addis, Benji Babyware, Ever Ready, Feverscan, Jordan toothbrushes, Reach toothbrushes, Scholl Lite Legs, Supa-Snip scissors and the Unichem range. *Unichem Ltd, Unichem House, Cox Lane, Chessington, Surrey.*

Ice cool from Culver

Alberto Culver are supporting the 4711 ice product range with a trade promotion.

From May, a "cool bag" parcel — including 24 five-pack colognettes, 12 ten-pack colognettes, 12 solid ice cologne sticks and 12 mini dab-ons in a 4711 cool bag — will be available for £2.78. POS shelf edgers, showcards and leaflets offering customers the bag for £6.95 are also available from *Alberto Culver, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG12 2YX.*

Holiday help from TCP

Have you ever been stuck abroad feeling queezy and wished you had known what the Greek for upset stomach was? Well the "TCP Phrasebook and Holiday Health Guide" could be the answer.

The 44-page booklet which is to be launched through pharmacies from the end of this month is designed to help holiday makers with illness or accidents and is to retail at £0.99.

The launch is to be supported by a display competition. *Chemist Brokers Ltd, division of Food Brokers Ltd, Milburn, 3 Copsam Lane, Esher, Surrey KT10 9EP.*

Extra on Elastoplast

Smith and Nephew Consumer Products are backing their Elastoplast range with a 20 per cent extra free promotion across ten of their lines. *Smith & Nephew Consumer Products Ltd, Alum Rock Road, Saltley, Birmingham.*

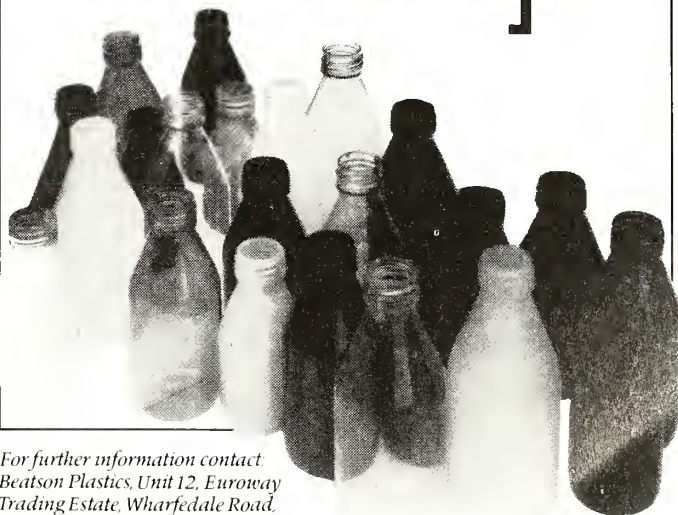
Wyeth are introducing a 900g size of Progress baby milk powder. *Wyeth Laboratories, Huntercombe Lane, South Taplow, Maidenhead, Berks SL6 0PH.*

Chemist & Druggist 26 April 1986

THE CLEAN TEAM

- ★ GENUINE CLEAN ROOM CONDITIONS
- ★ AUTOMATED HIGH PERFORMANCE MOULDING EQUIPMENT
- ★ WIDE CHOICE OF POLYMERS/COLOURS
- ★ VAST RANGE OF CONTAINERS TO SPECIFICATION
- ★ COMPUTERISED QUALITY ASSURANCE
- ★ EXTENSIVE STORAGE FACILITIES

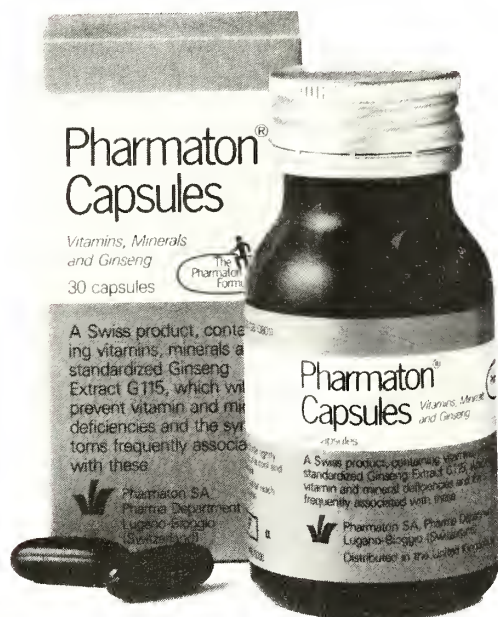
BEATSON PLASTICS



For further information contact
Beatson Plastics, Unit 12, Euroway
Trading Estate, Wharfedale Road,
BRADFORD, West Yorkshire BD4 6SG
Tel: (0274) 681518



WHY YOU SHOULD TAKE PHARMATON CAPSULES



How healthy is your vitamins and minerals turnover?

Just because some customers show the occasional interest in maintaining a properly balanced diet, doesn't mean your business is profiting as fully as it could from the sale of supplements.

You need Pharmaton Capsules. And what your customers need are good reasons for buying them.

Every Pharmaton Capsule is a unique package of vitality. No less than 22 vitamins, minerals and other substances along with a patented G115 standardised Ginseng extract go into it.

To give you a vitamin and minerals sales boost our advertising will be telling your customers about the unique formulation of Pharmaton, plus the fact that it's the No. 1 preparation from Switzerland, a country famous for pharmaceuticals.

Pharmaton Capsules are already one of the world's top selling supplements, so we're predicting high sales here too.

The capsules are available from all leading wholesalers with a generous profit margin for you in every bottle.

Our next ad will be showing you the support we're putting behind Pharmaton. But if you'd like to know more now call Bob Scott on 01-391 2323, or write to him at UniChem.

UniChem 

UniChem Ltd., UniChem House, Cox Lane, Chessington, Surrey KT9 1SN.

THE COMPLETE SERVICE FOR INDEPENDENT PHARMACISTS

Driving Force of Macarthy's

Macarthy's are launching on June 1 a monthly retail promotion — "The Driving Force". It will run into 1987 culminating in a grand finale as part of their bicentenary celebrations.

For every six cases of each month's promotional stock ordered, the retailer can make one estimate of the mileage covered by a Macarthy's Metro on a specified journey during that month. Up to a maximum ten estimates can be made on each month's three order forms.

Details of the journey will be featured in the Macarthy's Choice brochure each month, along with the prizes to be won. June's prize is an Austin Metro City X worth £4,500.

For June, Macarthy's are also offering retailers who order 12 promotional cases across any of the deals in the Choice brochure a free weekend break. *Macarthy's Ltd, Chesham House, Chesham Close, Romford, Essex.*

Bayer aspirin 50s

Bayer aspirin is now packed in 50s (£0.79). The 20s remain available, while the 100s have been discontinued. *Bayer UK Ltd, Consumer Products Division, Bayer House, Strawberry Hill, Newbury, Berkshire RG13 1JA.*

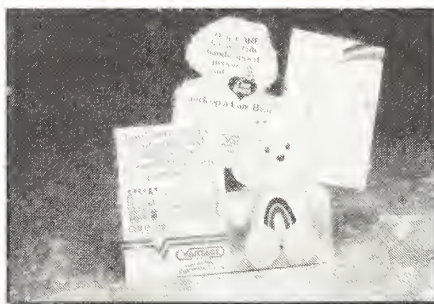
Selsun's sell

Selsun dandruff treatment will be supported by a £200,000 promotional campaign in the national Press, scheduled to begin in early May and run through to July. A quarter-page advertisement will feature in *TV Times*, *Sunday Mail*, *Today*, *The Sun*, *News of the World*, *Sunday People* and *Daily Mail*.

POS material is available including consumer leaflets called "Dandruff — some useful information." Eight regional prizes of crystal for the best Selsun displays in retail pharmacies are also offered. Details from *Abbott Laboratories Ltd, Queenborough, Kent.*

DDD are extending their range of low-calorie, Special Recipe chocolate bars to include a new plain chocolate bar flavoured with orange (70g, £0.69).

Like the other seven Special Recipe bars, the new bar carries detailed dietary information on the wrapper. *Dendron Ltd, 94 Rickmansworth Road, Watford, Herts.*



Vestric CARE

Vestric are celebrating 20 years in pharmaceutical wholesaling by sponsoring a promotion centred on the CARE charity for the mentally handicapped which shares the same anniversary.

Starting on May 1 through to October 31 selected Vantage products will carry CARE stickers and will be bonused to the trade in three separate deals, each covering two months. The consumer collects a CARE/Vantage card at POS and affixes stickers from the product. When six have been collected, in return for £7.49 cash (a saving of £2.50) a CARE "cheer" bear will be sent to the customer by Vestric who will then send £1 to the charity.

The promotion is supported at POS and with window decals. An impromptu collection by delegates at the Vantage Convention launch of the promotion (see p827) raised £450 for CARE. *Vestric Ltd, West Lane, Runcorn, Cheshire WA7 2PE.*

Best foot...

Before the national Press and television advertising campaign breaks in May, Carnation footcare products are getting below the line support with a "high profit pack" offer from Cuxson Gerrard & Co.

The pack — 15 wallets of corn caps, six of callous caps, 12 packets of chiropody felt, 12 of corn rings and three of bunion rings — costs £15 instead of £16.39, say the company — representing a profit return of 39 per cent. *Cuxson Gerrard & Co (Dressings) Ltd, 26 Fountain Lane, Oldbury, Warley, West Midlands B69 3BB.*

Z Stop given extra buzz...

Thames Laboratories are backing their recently launched Z Stop range of insect repellants with a £100,000 campaign.

From May to August, advertisements for the range — stressing it is available only from pharmacies — will appear in specialist camping and caravanning magazines. A television campaign, with 3 spots on Thames TV, will break in June.

A public test of efficacy is planned for May, with the help of a female media personality and the London School of Tropical Medicine.

The range has been repackaged in white with blue lettering since it was test marketed last year in the South and any old stocks can be traded in.

A counter display merchandiser features the range's slogan "Complete freedom from flying insects." A 5 per cent bonus is on offer. *Thames Laboratories Ltd, 5 Lower Square, Isleworth, Middlesex.*

Confirm-ation of new test

Chefaro are introducing Confirm high sensitivity double test home pregnancy kit (£6.35) from May 5.

The new test will eventually replace the existing Confirm double test, says the company. The high sensitivity test can be used up to three days after the missed period was due to begin with 99 per cent accuracy, say *Chefaro Proprietaries Ltd, Science Park, Milton Road, Cambridge CB4 4BH.*

De Witt have taken over distribution of Fine Fragrances' Hardy Amies range from Naturelle. *De Witt & Co Ltd, Seymour Road, Leyton, London E10 7LX.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Actifed Expectorant & Compound linctus:

G,Y,C,A,LWT

Askit powders:

GTV,STV

Baby Wet Ones:

All areas except C4,Bt

Benlylin paediatric:

Y,C

Bisodol:

GTV,TSW,TTV

Carnation Build-up:

G,Y,A,TVS,T

Cosifits:

Bt, All area

Delrosa:

All area

Haze:

All area

Jaap's health salts:

GTV,STV

Listerine:

All area

Marigold housegloves:

STV,G,Y,HTV,TSW,TVS,TTV

Mirair:

G,Y,C,HTV,TVS,TTV

New Germolene 2:

All areas except E

Nurofen:

All area

Revlon Flex:

All area

Scholl Fresh Step insoles:

All area

Simple:

C

Steradent:

All area

Sweetex:

All area

For the very best
in Haircare
Accessories

.... Pick a card !

Lady Jayne

Laughton & Sons Ltd., Warstock Road,
Birmingham B14 4RT



Nappy duo from ICML

Two new products — spin-offs from the disposable nappy market — are shortly to be launched by ICML. Nusoft Nappy Mates inserts have been designed to extend the night time life of toddler size disposables.

Research has shown that 70 per cent of customers who are satisfied with their brand of disposable nappy are dissatisfied with its night time performance. ICML, with Undercover Products, have set about filling this gap.

Nappy Mates (packs of 20 rsp £1.25 — 10 packs per case £10 trade) are designed to fit all toddler size disposables, and prolong their life by up to three hours. They can also be used with traditional terry nappies, say ICML.

The product is a pad of absorbent cellulose wadding in a one-way cover and

soft plastic backing. The backing is perforated to allow wetness to pass to the main nappy in a controlled way.

Nappy Mates is the first product of its kind to be developed in the UK and is exclusive to independent chemists through ICML wholesalers. They will be launched on June 2 with a promotional price of £9.20 per case.

The other new product is also a first for the UK market, say ICML — Nusoft liners. This product was prompted by the concern over the health hazard of soiled nappies in domestic refuse (see *Babycare C&D* Feb 22). Ordinary terry nappie liners are used by 50 per cent of mothers but are not suitable for all-in-one disposables — they are too wide.

Nusoft liners (packs of 150, £1.19 — 12 packs per case £10.85), coloured blue, are fully flushable. They will be marketed in a magenta box matching Nappy Mates and Nusoft toddler size disposable nappies. There will be a two month introductory price of £9.95 per case.

The launch of the products will be supported by leaflets packed inside Nusoft toddler nappies 10s, 30s & 60s during July and August. The leaflets also carry two 15p off trial coupons redeemable at face value through Coupex. *Independent Chemist Marketing Ltd, 51 Boreham Road, Warminster, Wilts BA12 9JU.*

Murine on the silver screen

Murine eye drops will be seen on television for the first time as part of Abbott Laboratories' £500,000 promotional campaign for the product. It will be advertised nationally on TV-am and in the London area on London Weekend Television and Channel 4, from early May

to July. Abbott estimate that 12 million adults will see the commercial over five times, with over 200 spots committed.

A POS package with giant packs, shelf-reservers, stickers, shelf wobblers and show cards is available, along with a prepacked counter display unit.

A pharmacy window display competition is running from April to July, with eight regional prizes of crystal decanter sets for the best display. Details from *Abbott Laboratories Ltd, Queenborough, Kent ME11 5EL.*



Dans la nuit from Worth

Worth have launched the Dans la nuit collection into the UK. The range was introduced in France last year. This new move is backed by a £½m promotion. A television (London) and women's press campaign breaks in September and runs through the Winter.

The collection is made up of extrait (£32 to £70), eaux de toilette (£19.50 to £175), savon parfum (£5) and dusting powder (£20). *Worth Perfumes Ltd, Magnolia House, 160 Thames Road, London W4 3RG.*

Beauty vitamins

English Grains are introducing a range of Beauty from Within multivitamin/mineral tablets. The three products, in "classical" packaging, are aimed specifically for the eyes, skin and hair, with the amounts of vitamins and minerals varying accordingly (30 tablets £2.99).

Women's Press advertising starts next month, and runs for three months. A merchandiser holding three of each variant is available. And an introductory offer of 10 per cent off the first order is available direct or through Vestric. *English Grains Ltd, Park Road, Overseal, Burton-on-Trent DE12 6JT.*

Propain

LUITPOLD

What a relief!

Powerful Pain Relief of Migraine, Headache, Muscular Pain, Dental Pain, Period Pain, Feverishness, Colds and 'Flu



Full information on request. Luitpold-Werk, Medical & Scientific Office in U.K., Hayes Gate House, 27 Uxbridge Road, Hayes, Middlesex UB4 0JN Telephone 01-561 8774



TAMPAX



10
REGULAR

TAMPAX



10
SUPER

TAMPAX



SLENDER

TAMPAX



10
SUPER PLUS

TAMPAX



40
REGULAR

TAMPAX



40
SUPER

NOW TURN OVER...



THE TAMPAX BEST SELLERS PROMOTION

One lonely box of Tampax left on the shelf.

If you don't get your skates on it's a picture that could be fact, not fiction.

Because Tampax (the best selling tampon, with over 60% of the market) are running a 'Best-Sellers' book promotion.

Quite simply if your customers buy 80 Tampax tampons they qualify for a free book by top authors like Catherine Cookson, Barbara Cartland and Judith Krantz.

Bearing in mind that Tampax are spending £3m on both advertising and promotions this year, there's one other thing that shouldn't come as a complete surprise.

A dramatic increase in your Tampax turnover.

TAMPAX

...WILL INCREASE WHEN YOU STOCK UP ON THESE SPECIAL BEST SELLER PACK



Sunsilk set for relaunch

Elida Gibbs are following up the relaunch of Harmony hairspray with a similar move for Sunsilk hairspray.

Elida says the relaunch features a 'modern, innovative' design for the product. Each of the four packs in the range is to feature a draped, different coloured silk scarf. The cans will have matching pearlised caps.

The four variants' colours are: blue for firm hold, pink for fine hold, yellow for

normal hold and peach for conditioning hold. Sunsilk hairspray also has a new fragrance, and a handbag 100ml size (£0.69) joins the range.

Elida say they will spend £2½m this year on national television, with a 30-second commercial backing the relaunch. This will feature fashion designers the Emmanuels, pop composer David Dundas and Ballet Rambert dancers. The campaign breaks in June.

A range of co-ordinated POS material includes showcards, dumpbins and shelf barkers. Elida say the hairspray market is worth around £95m. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Naseem breezes into market

Perfume House Ltd — a company already established in Europe and Mediterranean countries are making their first entry into the UK fragrance market with Naseem by Pierre Alain.

Naseem meaning the dawn breeze, is a

floral perfume with rose and jasmine topnotes. It is available in eau de parfum (50ml, £4.95) but the range is to be expanded in the near future to include a bath oil, body lotion, talc and luxury face-wash. Grey, white and gold packaging features a leaf motif. The launch is being backed by a £200,000 Press advertising campaign breaking in women's magazines in June. Promotional support will include dual purpose offers, cross promotions and a Florida holiday competition. *Perfume House Ltd, PO Box 49, Henley on Thames RG9 2DB.*

In the Press...

Beecham are spending £300,000 on a Press campaign to promote the Germoloids range. Starting this month and running throughout the year, advertisements will appear in national newspapers such as the *Daily Mirror*, *Daily Record*, *Sunday Mirror*, and *Glasgow Sunday Mail*. *Beecham Proprietaries Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*

SHOPEX

INTERNATIONAL

EUROPE'S MAJOR ANNUAL EXHIBITION FOR THE RETAIL TRADE

The latest, the brightest, the best! Everything that's new in shop design and display will be on show at Shopex '86. Over 250 companies will be exhibiting to make Shopex '86 bigger and better than ever!

**8-12 JUNE 1986,
AT OLYMPIA,
LONDON**

plus POINT OF SALE
A special exhibition of POS products featuring the most up-to-the minute ideas & systems. Situated in Grand Hall

Sponsored by Shop Equipment & Shopfitting News, and by the Shop & Display Equipment Association, England



Come and see the best in shop equipment, display and retail technology.

- Retailers' Advice Forum
- National Window Display Competition
- Today's Convenience Store
- Display Demonstrations

AGB Exhibitions Ltd, Audit House, Field End Road, Eastcote, Ruislip, Middx, HA4 9XE England (Tel 01 868 4499).

Telex 926726 WEXPUB G

24 hour Ticket Request Line: 01-429 2691.

Please forward _____ complimentary tickets to Shopex '86

Name _____

Company _____

Address _____

CD/S1/4/86

Enclose A4 SAE for speedy return of tickets

TEN OUT OF TEN, FULL



The recent introduction of Amoxycillin capsules and Co-proxamol tablets to the already extensive Evans range, means we can now offer you ten of the most important medicines to meet your current dispensing needs.

As with all the Evans range, these two products are manufactured to Evans exacting specifications.

Our medicines are available from your local wholesaler and you can buy just as many, or as few, as you need.

This means you won't have to carry large stocks and tie up your capital.

And our competitive pricing policy means that just one call to your local wholesaler will not only save you money, but also the time you would normally

MARKS FOR EVANS



end shopping around for a better price.

So when you're next ordering, member to specify Evans. Because when it comes to the country's leading generics, we are the company that is getting it right.

PRODUCT	PACK
Amoxycillin capsules BP 250mg	100
Amoxycillin capsules BP 250mg	500
Amoxycillin capsules BP 500mg	100
Co-proxamol tablets	100



QUALITY MEDICINES, WHOLESAL SENSE



Maxim's makes its entrance

Maxim's de Paris is a prestige fragrance being distributed exclusively in the UK by Beauty International Fragrances Ltd.

The fragrance is described as floral, rich, woody and oriental. It was launched last year in France and later introduced to the USA, Germany and Italy.

The packaging in red, black and gold is inspired by the curves of the original Maxim's *art nouveau*. The range comprises six items, led by the eau de parfum (30ml flacon, £39.95). The other products are eau de toilette in three flacon sizes (50ml, £13.50; 100ml, £21; 200ml, £33) and two vapo-spray sizes (50ml,

£15.50; 100ml, £23.50). A bath range may be added later this year.

There will be a £400,000 media spend for the launch. An advertising campaign in women's magazines starts in July and will continue through December, reinforced during the pre-Christmas period with a television advertising campaign.

In store, the launch will be promoted with a limited offer of an introductory-sized 30ml vapo-spray (£5.95).

Distribution will be limited to 500 accounts, to include leading department stores, selected Boots accounts and other pharmacies. A new sales team will handle Beauty International fine fragrances, including Maxim's and the recently launched range of Manex hair care (see Business News).

Maxim's de Paris will be marketed as a separate entity from the mass market brands the company holds: Goya's Cedarwood and Matchroom and the Coty fragrances and Sun Shimmer suncare range. *Beauty International Fragrances Limited, 973 Great West Road, Brentford, Middlesex TW8 9DW.*

Dixel's double deal push

British Tissues are supporting their Dixel products with a double offer.

From the beginning of May until September 26 customers can redeem tokens from nine million toilet tissue, kitchen towel and facial tissue packs for a £1 voucher redeemable against Dixel or other grocery products. The company is also running a free entry competition for 12-17 year olds until October 24. Endorsed by Emlyn Hughes, the promotion offers 250 prizes of a weekend's coaching in one of five sports at the Carnegie School of Physical Education in Leeds.

A £1m television and women's Press advertising campaign will back the promotions. The 30-second commercial with the catchline "Be a sport, mum," will appear nationally from May 19 through to June 22. *British Tissues, Lowlands House, 43-51 Lowlands Road, Harrow, Middlesex.*

WYETH GENERICS • TEMAZEPAM • WYETH

UNPARALLELED QUALITY

Wyeth's reputation for quality and consistency has always been second to none – giving you the assurance that the products you dispense conform to the highest possible standards.

To enquire about Wyeth Generics as well as 'quantity discounts' currently on offer, phone:

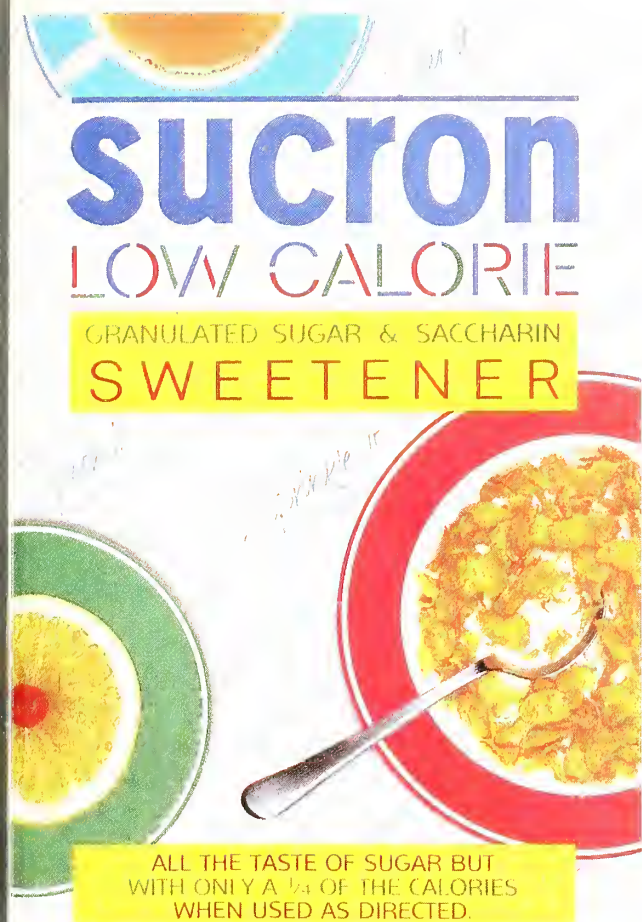
WYETH "HOTLINE"
06286 4377 Ext. 4345.

WYETH
GENERICS

*Trade Marks



WYETH GENERICS • OXAZEPAM • WYETH GENERICS • TEMAZEPAM • WYETH



Bright new pack design.



£200,000 behind our new ad.

WE'RE SUGGESTING PEOPLE PUT SUCRON WHERE THE SUGAR USED TO BE.

This year, Sucron will be shaping Britain's eating habits with a massive campaign appearing in the women's press.

Women will already be aware of the British Medical Association's recommendation to cut sugar consumption by half.

Now we'll be telling them that Sucron is the

low-calorie way to carry on using sugar.

75% of all housewives will see the ads and our radical new pack design which will be easy to recognise on your shelves.

As a result a lot of people will be eating Sucron this summer.

But you'll be the only ones getting fat on it.

French α-head with new styles

French of London are launching new packaging for their shampoos in May.

The products are designed to appeal to a younger market. The launch follows a reappraisal of the company's marketing strategy and rationalisation of its product range, allowing French to concentrate on relaunching its most successful lines and plan for product development over the next 12 months.

Plus egg, French herb and Bonne Sante are now available in larger 250ml bottles in response to increased hair-washing, along with olive oil liquid which is being relaunched as a treatment shampoo for damaged hair. Olive oil cream shampoo and lemon cream shampoo are now available in a new jar and carton. Product information will be attached to the bottles by means of a swing



ticket. Product leaflets will also be enclosed in the cartons. Other developments include a point-of-sale dispenser for their "cushion" sachets and the introduction of miniature PVC shampoo bottles for travel and sport use.

In addition to its haircare products, the company will be launching two face masks to add to the range — a full-face PVC mask and a health and beauty mask called pink ice which can be immersed in warm water or used as a cold compress.

With Summer in mind, French of London have introduced a travel pack which includes a soap, shower cap, bubble bath, conditioner and styling gel. Designed in the house colours — red, white and black — they come in a clear PVC pack. *French & Scott Ltd, 717 North Circular Road, London NW2 7AL.*

Summer Roc

Roc are promoting their new Summer make-up and sun preparations with women's Press advertising and POS material.

May editions of *Cosmopolitan*, *Vogue*, *Woman's Journal*, *Options*, *Good Housekeeping*, *She*, *Company*, *Elle* and *Woman's World* carry full page colour advertisements for the new colours — catchline "Roc safe Roc irresistible" features on new POS.

The same publications will carry advertisements for Roc's hypo-allergenic unperfumed suntan products under the headline "Roc tan gently" which also appears on POS. *Roc Laboratories (UK) Ltd, Avis Way, Newhaven, Sussex.*

Antigen International Ltd: The company's address remains Antigen International Ltd, c/o Boehringer Ingelheim Ltd, Ellesfield Avenue, Bracknell, Berks RG12 4YS, not as stated in C&D March 15, p484.

NOW...A NEW CREAM HAIR REMOVER From Adelaide Grey

This well established, beautifully profitable range of depilatory products is now made even more attractive with the introduction this season of

NEW CREAM HAIR REMOVER

Delicately perfumed and formulated to remove hair from face, arms and legs quickly and effectively. Attractively packaged 75ml tubes.

Also available in the range, proven sellers

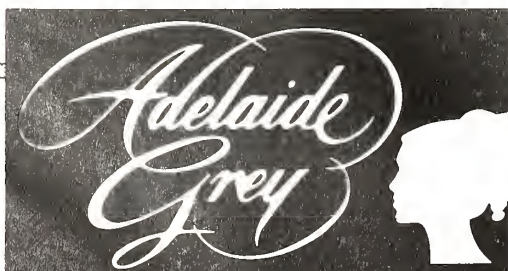
WAX-A-WAY

Specially prepared for the removal of unsightly facial hair from normal skin.

COOLWAX

The most effective beauty treatment for arms and legs. Preferred to shaving it gently lifts the hair from below, leaving the skin silky smooth to the touch.

...plus the support of multi-media advertising.



Manufactured by
Vychem Limited,
Poole, Dorset.
Trade enquiries to
sole U.K. Distributors,
De Witt International Ltd,
Seymour Road,
London E10 7LX
Telephone 01-539 3334
Telex 897816





Are you sitting comfortably?..

Now we'll begin

THE FIRST £1,000,000 CAMPAIGN FOR THE INDEPENDENT CHEMIST

Vantage are leading the way yet again with the biggest ever TV spend for the independent chemist.

It's going to be the most powerful one too, featuring the Waltons – Britain's most famous family – who will really be bringing the Vantage name home to the consumer. The commercials will also highlight the successful Vantage own brand products, emphasising their value and choice.

The campaign portrays the Vantage chemist as the local, friendly, family chemist that caters for all pharmacy needs as well as being a convenient place to shop. A "friendly chemist" actor conveys the helpful, caring service that the independent chemist gives in his role of family advisor and pharmacy specialist.

The TV campaign will run in all regions in the UK using a well selected combination of ITV, Channel 4 and TV-AM spots. Airtime majors on the high spending "Housewife-with-children" audience, and features Day-time on ITV and Night-time on Channel 4.

The TV-AM audience is rich in "Housewives-with-children" and reaches them in relevant pre-shopping hours.

The TV campaign will deliver over 57 million "Housewives-with-children" impacts over two bursts April/June and Sept/Oct, giving support during 5 of the remaining 9 months of 1986.

That'll be backed up with a powerful press campaign using full page colour and half page black and white ads in the TV Times every month from May to November. This widely read publication reaches 22.4 million housewives with children – your prime market.

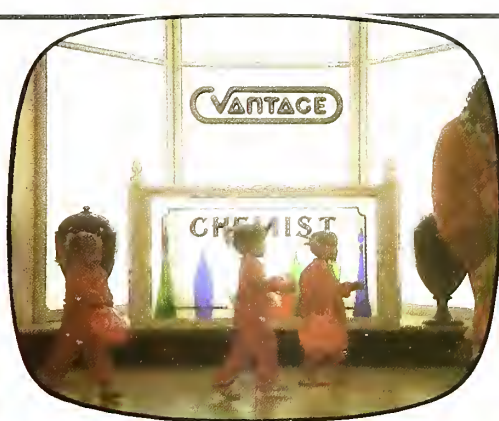


PLUS EXCITING
PRESS ADVERTISING
IN THE TV TIMES

MAY JUNE SEPT OCT NOV

FULL PAGE COLOUR	XX	X	XX	XX	
HALF PAGE BLACK/WHITE	X	X	X	X	X

22.4M HOUSEWIVES WITH CHILDREN COVERAGE 53%



VO: WE ASKED SIX DIFFERENT WOMEN
WHAT THEY WANTED FROM THEIR LOCAL



CHEMIST. NONE OF THEM COULD AGREE.
FOR HANNAH, PERSONAL SERVICE IS



IMPORTANT WHILE FOR LUCY AND JENNY,
IT'S ALL A QUESTION OF CHOICE. KATE, NOW



THERE'S A LADY WITH AN EYE FOR A
BARGAIN. FOR RUTH, ON THE OTHER HAND



ONLY ONE BRAND WILL DO. AND SARAH, -
WELL, LIKE THE REST OF THE WALTONS



WHATEVER SHE WANTS, SHE ONLY HAS TO
ASK AT VANTAGE

CARE BEAR PROMOTION

We're also promoting Vantage own label products with a special on pack promotion, which, in turn, will help Care - a charity for mentally handicapped people*. There'll be special Care stickers on selected Vantage products which your customers can collect in order to purchase a cute Cheer Bear™ at £7.49 RRP (£9.99). And for every bear purchased we'll contribute £1 to the CARE charity.

And it won't end there... even more activity is planned for 1987. So make sure you're a Vantage chemist and watch your sales grow.



Right on Price, Right on Your Doorstep.

VESTRIC LTD, WEST LANE, RUNCORN, CHESHIRE WA7 2PE

Reg No 250058
™ designates trademark of © 1986
Those Characters From Cleveland, Inc
Vantage Chemists, Authorised User

Put your profits in even healthier shape.



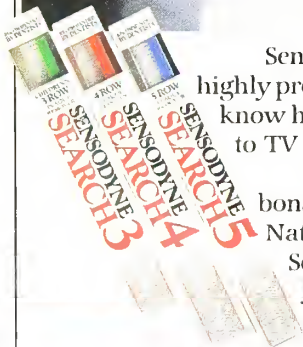
**\$1 MILLION
NATIONAL TV CAMPAIGN
STARTS JUNE 2nd.**

Sensodyne is a major force in the highly profitable toothbrush market. You'll know how well Sensodyne sales respond to TV - up a staggering 27%* last year.

This year promises to be a real bonanza, with a massive £1 million National TV campaign featuring Sensodyne Search. TV runs through June and July during the peak selling season, backed by a full scale

campaign to dentists. So you can be sure of big sales, and even bigger profits. Make the most of this great opportunity and increase your stock now.

And don't forget our special 'A-Team' Sensodyne Toothbrushes - they're selling as fast as youngsters can put their hands on them! Stafford-Miller Ltd., Hatfield, Herts., AL10 0NZ. Tel. Hatfield 61151.



Sensodyne Search

More Action • More Sales • More Profits

*Independent Chemist Audit data, July-December 1985 compared with July-December 1984.



RIGHT ON PRICE, RIGHT ON YOUR DOORSTEP

Waltons and £1m TV boost from Vestric

The commercials will feature Vantage brands and show the six girls exercising their individual preference for particular Vantage products or services in the local, friendly, family chemist that caters for all pharmacy needs as well as being a convenient place to shop. The role of the independent chemist as family adviser and pharmacy specialist is stressed. Four-colour shelf barkers, price cards and a pharmacy poster feature the six Walton girls and link with the television advertisement.

The television advertisements comprise a 30-second and two ten-second commercials and will run on TV-am, daytime ITV and Channel 4 commencing on April 28. The TV-am burst continues till June 2; ITV and C4 run till May 19. And the Waltons are back on TV-am for another eight-week burst commencing September 8, together with a further four weeks on both ITV and C4 finishing the first week in October.

These advertisements will deliver over 67 million "housewives with children" impacts, say Vestric, with further support planned for 1987 in a campaign whose strong-point is its longevity, according to David Taylor. The *TV Times* colour page will appear seven times from May to October and a half page black and white advertisement six times.

The arrangement with the Walton family precludes the use of the children at special events in order to protect their privacy. Retail development manager Alan Turner spent a week filming the television advertisement with the two year olds — Hannah, Lucy, Jenny, Kate, Ruth and Sarah. He described them as delightful individuals but somewhat difficult to organise for camera.

The Walton campaign and its emphasis on the pharmacy as a health care advice centre was prompted by market research commissioned by Vestric which underlined the need to promote the shop and its overall impact rather than concentrate solely on selling the products

Vantage is to get a £1m promotional support package centred around the Walton all-girl sextuplets starting on Monday with a six-week national television campaign and advertising in the *TV Times*. Marketing director David Taylor described the three-year Walton programme as one that will enable the woman with children to clearly identify her independent chemist as the place to get family advice and medicines, announcing the launch at the fifth Vantage Convention in Montreux last week.

in it. "Making the shopping trip pleasant rather than a chore," says Mr Turner.

Vestric asked over 500 people how often they visited their independent chemist: 34 per cent said once a week; 21 per cent, twice a week; 27 per cent once a month and 18 per cent three or four times a year. Reasons for visiting an independent chemist rather than, say, Boots was because the pharmacy was close to home or work or in some cases close to the doctor's surgery.

"Convenient location" was cited by 53 per cent as the main reason for visiting independents and a "more personal and friendly attitude" by 27 per cent. The overriding importance of location is particularly noticeable in the case of those aged 26-35 years old and these same respondents have correspondingly less interest in the personal service provided. "This is consistent with the view that younger people do not have the tradition

of local shopping that their older counterparts do, in the sense that they patronise the convenient stores — be they chemists or supermarkets — at the expense of the service element," said Mr Turner.

One other aspect which respondents consider a benefit of shopping at an independent chemist is the provision of advice. This is particularly true of respondents in the 26-50 age range and may well be related to the presence of children. "Qualitative research isolated this as a particular market segment where chemists serve as an alternative to doctors in diagnosing and treating minor ailments."

The principle reason for visiting Boots rather than an independent chemist is the broad range of items on offer. Some 38 per cent of Boots users cited this as being influential in their decision to go there rather than to an independent chemist.

Because of the siting of Boots stores in city centre locations with some smaller stores sited in the suburbs, respondents have less local access and tended to speak to terms of "If I'm in town" or being "for things I can't get locally". In this instance geographical considerations are outweighed by the width of product offering.

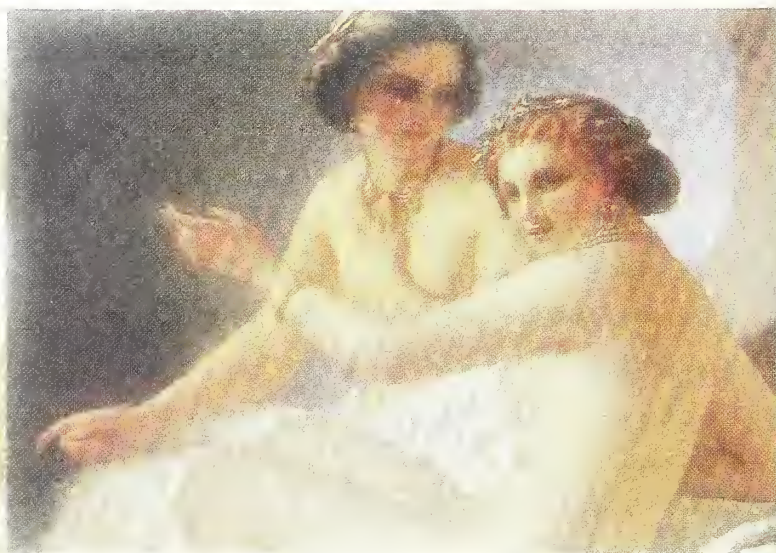
Other major reasons for using Boots are the presence of own brand products and the perceived cheaper prices relative to independent chemists.

The main disadvantages of shopping at an independent chemist were perceived as limited ranges and choice (34 per cent), and also expense (20 per cent). It is apparent that the younger a respondent is, the greater their expectation of varied product offerings and variety within product groups. Similarly ABC1 social grade respondents expect greater variety than C2 or DE respondents, Mr Turner said.

Cost was particularly remarked upon by those who were under the age of 36 years and who come from AB, C1, C2, social backgrounds.

BEAUTY
—from—
WITHIN

S K I N



A NEW BRAND FROM THE ENGLISH GRAINS PORTFOLIO.

Beauty from Within is a new range of multivitamin tablets, formulated to feed those areas which are the key to a healthy appearance: skin, hair and eyes.



The packaging and point of sale material gives **Beauty from Within** a unique image.

National advertising including colour pages in *Cosmopolitan*, *Womans Journal*, *Living* and *Here's Health*, will ensure maximum exposure to the most advantageous readership.

Pre-launch research indicates that at

£2.99 RRP, demand for **Beauty from Within** is going to be extremely high.

For further details call (0283) 221616, or write to: **Beauty from Within**, English Grains Limited,
Park Road, Overseal, Burton-on-Trent, Staffs. DE12 6JT.

Benefits result from change of ownership

The change in ownership of Vestric from Glaxo to AAH just after the 1985 Convention in Monte Carlo has been good for both Vestric and Vantage, managing director Peter Worling says.

"Despite the attempts of some of our competitors to disparage our group they now realise that AAH is a distribution specialist with a long experience in the development of distribution companies.

"They have a major interest in pharmaceutical distribution and are dedicated to the long term development of our company and of pharmaceutical divisions within AAH. We have agreed significant long-term developments for Vantage as an integral part of the group's services to pharmacy."

Commenting on Nuffield, Mr Worling



Crookes Products national accounts manager Gary Miller presenting Convention chairman David Taylor with a scale stainless steel model of the pyramid the company gave to each delegate Mr Miller said the pyramid represented Vestric's Convention theme "The summit of success" and was to mark a most successful Vantage Convention.

said that while it does not give a strong lead to the route that pharmacy computer development will follow it points to the benefits that are available.

"I submit that compulsory registration, or indeed voluntary registration, within pharmacy, is not necessary to achieve a very significant part of the benefits which

we see in patient medication records.

"The Nuffield Report accepts this point. In the section on special needs it agrees that there are some categories of individuals who will need advice, help and encouragement in the handling of their medicines and it is on these that the pharmacist's knowledge and skill should be concentrated.

"One group used as an example is the elderly who are due to form an increasing proportion of the population. The Report suggests that there should be special counselling services for the aged and that they should be encouraged to register with a single pharmacy in which medication records will be kept.

"I am sure patients will respond positively to the additional care they see the pharmacist is giving them through having a medication record system and the use of patient record cards. These record the prescriptions which have been dispensed and are used for over-the-counter medicine recording. This system encourages the patient to return to that pharmacy for his medicines without the need for formal registration."

50%
DIGESTIF
RENNIE
of all sales are Rennie.



Last year, half of all indigestion tablets marketed OTC carried the Rennie name. Original and Spearmint flavours between them sold well over 500 million tablets.

SOURCE: Nielsen OTC tablet Indigestion Remedies

Announcing the arrival of...

Agent	Flight	Time	Information
Evans	*NEW STRAINS	SEPT. 86	EARLY BOOKING
			NOW FOR
FLUVIRIN	A/CHILE/1/83 (H1N1)		GUARANTEED SUPPLY
The British flu vaccine	*A/MISSISSIPPI/1/85 (H3N2)		
	*B/ANN ARBOR/1/86		

Fluvirin, the British way to Fight Flu

Now is the time to start planning your Flu Campaign with Fluvirin.

Fluvirin is the only British manufactured surface antigen flu vaccine and is available in 0.5ml (1 dose) pre-filled syringes only and contains this years new strains* A/Chile/1/83 (H1N1), A.Mississippi/1/85(H3N2)* and B/Ann Arbor/1/86* as recommended by the W.H.O.

As you would expect from Evans, Fluvirin is competitively priced so you can confidently approach your local GP's and offer them Fluvirin. They will be expecting your call as we have already advertised and sent mailings to them.

You will be able to offer GP's our Free Fluvirin Flu Kit which includes a surgery poster, consent

forms, patient reminder cards, immunisation record cards and swabs with each order placed.

You will also be able to guarantee delivery during September of orders taken before July 31st. So, don't delay, use this attractive package to encourage GP's to buy FLUVIRIN from you, NOW.

Think British  **FLUVIRIN**
The British flu vaccine

Fluvirin is a registered trademark

'Pathetic' charge from Spar

Vestric Vantage members were told the majority of them were pathetic by Spar chairman and managing director John Irish.

"Your corporate image is pathetic, because there are too many of you with inadequate fascias, weak internal identity and too much emphasis on your personal retailing identity," Mr Irish said. As members of a voluntary group, Vantage was weak in many own brand product areas, with a poor distribution of even good sellers. "Many members have an inadequate knowledge of range, sales and profit contribution."

The average Vantage member sold just £40 of own label goods a week compared with £1,000 for the average Spar grocer.

Support for own label was vital to Spar generating 30 per cent of wholesaler sales (£120m) each year and 40 per cent of their profit on 700 lines. Mr Irish said he personally "screamed and shouted" at Spar retailers in order to get the own label

message across. Anyone not supporting Spar own label could and should leave the organisation. Also, he found it incredible that Vantage had no compulsory marketing monthly promotions.

A voluntary group needed buying loyalty, Mr Irish suggested. It was "ridiculous and nonsensical" to belong to more than one group. "There is no time for part-time retailers — plenty for part-time staff," Mr Irish said.

And why did Vantage members not pay a promotional levy? he asked. "You appear to have inadequate media advertising, total lack of cohesion between advertisements and store, and inadequate funding" he said. At Spar members pay £5 levy per week topped up by ¼ per cent of turnover to produce £2m pa.

Mr Irish criticised chemist involvement in Vantage. Chemists were poorly laid out and merchandised; there was a lack of knowledge and control of ranges coupled with an often minimal support of promotions of major brands.

Rubbing salt into an already gaping wound, Mr Irish concluded by saying chemists were just not professional enough as retailers. And he warned, tongue in



Spar chairman and MD, John Irish.

cheek, that by comparison with grocers, pharmacists seemed to have a licence to print money. "I'm going away to open a chemist chain," said Mr Irish.

Pharmacists should not become complacent just because they had a good financial cushion at present. "Sooner or later the competition will have its way."

Mr Irish then confessed that he knew few specific details about Vantage's business. The creed just expounded had been his own voluntary shopping philosophy, equally relevant to grocer and chemist alike. But he suspected that independent chemists were even more bloody minded than grocers. What was needed was cohesion, commitment and investment in the voluntary trading ideal that is Vantage.

6,000,000 people prefer Rennie.



Our balanced formulation of antacids works quickly and reliably.
That's why 6 million people last year trusted Rennie to relieve their indigestion, twice as many as tried our nearest rival.

A STRANGE WOMAN APPROACHES YOU AND SAYS

"I think I might be pregnant."

WHAT DO YOU DO?

You sell her the Predictor Colour home pregnancy test. Because you know that she'll get an accurate result in only 30 minutes. You also know it's extremely easy to use. The liquid stays pink if she's not pregnant, it changes colour if she is.

You may well want to add that Predictor have had more experience than anyone else in the home pregnancy test market.

It's also the best test from your point of view. Predictor Colour is being supported by a £300,000 promotional campaign this year, which will allow you to benefit from the rapidly growing market. And it's £6.75 in your till for every test that's used.

So the next time a woman approaches you with a similar problem, make sure you're ready with the answer.

Predictor
Colour
The 30 minute
Home Pregnancy Test



THE ANSWER

Limited list saves £40-£50m

The limited list has had the effect of reducing the annual number of scripts by 10-12 million, according to IMS estimates, with savings put at £40-50m — and not the £75m forecast by the DHSS — according to Reckitt & Colman pharmacy national sales manager John Porter.

However, Mr Porter estimates increased long-term prescribing could boost the bill by £30m a year. For example BPI script sales in hypnotics and sedatives were expected to reach £19.2m; the actual market was £13.8m a short fall, or NHS saving of nearly £5½m in seven months. Although the market fell by 24 per cent at constant. October 1985, for example, compared with projections for April 1980-84, prices, dose unit volume fell by only 6 per cent.

Similarly tranquillisers were projected to sell £10.4m between April and October 1985; the actual figure was only £5.1m.

Despite losing more than half constant price sales, dose unit volume was only down by 18 per cent, again illustrating a dual NHS saving.

Script figures for other medicine market sectors using the instant price method are: vitamins, down 39 per cent by value and 22 per cent by volume; antacids, -14 per cent and +1 per cent respectively; laxatives, +5 per cent, -2 per cent; cough sedatives, -43 per cent, -15 per cent and analgesics -8 per cent, no change by volume.

Another effect of the white list has been to increase the level of generic prescribing. This has been on the increase during the last four years but now one in three prescriptions are written generically. In the affected markets, this represents a four-fold increase. For instance generic scripts for black listed drugs now comprise 15.3 per cent of all scripts with non-blacklisted products accounting for a further 19.9 per cent of total script market: last year figures were 16.6 per cent and 4 per cent respectively.

Turning to prescriptions written for minor ailments Mr Porter noted that they had decreased from 79 million before

delisting to 62 million now with a further 4.5 million GP recommendations for OTC purchase.

The 4 million GP recommendations mentioned earlier are broken down as follows: analgesics, 53 per cent; respiratory products, 23 per cent; dermatologicals, 7 per cent; vitamins, 2 per cent; antacids, 2 per cent, and others 13 per cent.

Looking at sales of all OTC packs through retail pharmacies there has been an overall growth of 8 per cent since delisting. The markets involved have been influenced directly plus 23 per cent in value, plus 14 per cent volume. But only three markets have produced noticeable unit growth — antacids, analgesics and cough bottles.

In the area of respiratory products (including cold preparations, cough bottles) a 19 per cent growth has been seen between 1984 and 1985. Within this, cough bottles have increased by 23 per cent with noticeable growth of Benlyn. Pharmacists are asked to recommend a cough product more often than for any other ailment although this has decreased in 1985 due to increased advertising.

NO.1

DIGESTIF
RENNIE

and growing.



Alone, each flavour is a force to be reckoned with.

Spearmint Rennie grew by 70% last year; while Original Peppermint outsells all other brands every year.

Together, they ensure that indigestion sufferers need look no further than Rennie. And because both flavours are such proven sellers, neither need you.

President urges closer look at Nuffield

The Nuffield Report on Pharmacy has been welcomed by the president of the Pharmaceutical Society of Great Britain, Dr Geoffrey Booth "...in so far as it provides an independent view of the profession, representing a distillation of much opinionated evidence." Giving an initial personal response to the report he reminded delegates that the inquiry was not initiated by the profession or by PSGB Council, and Council would reserve its position relevant to its findings. Extracts of Dr Booth's paper appear below.

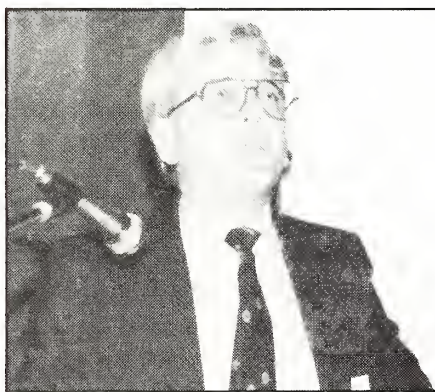
I think the membership of the Society and all the interested bodies should weigh those words of opinion carefully in interpreting the Report and perhaps in translating it into meaningful action. There is a notable absence of information (1.11) and of relevant statistical data (1.12/9.18).

The important recommendation (3.82, R16) that careful and earnest consideration should be given to the degree of supervision needed in the dispensing of prescriptions, has already been given considerable attention by Council although most of their deliberations have not been given publicity. Indeed the Council has looked wider at the nature of supervision of the sale of P medicines, (R19). The Report, however, has gone further than the anticipated policy in seeking consideration of the feasibility of dispensing of appropriately identified prescriptions by dispensing assistants. There is no doubt the Council will give very detailed consideration to the question of professional responsibility, the extent of delegation and to any guideline which it would issue to the membership, quite apart from the requirement from primary legislation which would probably be involved.

The matter is further compounded by the recommendation (R.10), that if the pharmacist were temporarily absent from the pharmacy on professional work, the fulfilment of personal control should be satisfied if the pharmacist could be contacted, and the further curious statement that in the pharmacist's absence the staff should be allowed to do neither "more nor less" (sic) than they are permitted to do in his presence.

Some concern will be expressed at one or two of the proposals and much debate will be devoted to these in Council. We would, for example, have hoped for more fulsome support for the need for Government to provide Regulations under

Section 66 of the Medicines Act 1968, particularly in the light of Recommendation 11 concerning standards in pharmacies — a problem to



Dr Booth speaking at Montreux.

which Council devotes considerable time. One senses that the Inquiry failed to grasp the nuance of the urgency and the need for Regulations.

Council will wish to debate the implications of the recommendations concerning manpower, the intake into the Schools (R.71), the anticipated deployment of pharmacy graduates in non-pharmaceutical employment and the proposals for "topping-up" (R.72, 73). Such revolutionary suggestions will produce indigestion for many, which products available even without a limited list will do little to relieve.

One recommendation that will continue the controversial debate which has raged for years, no doubt, will be the proposals that the NHS contract should continue to be with the owner (R.23), and that the ownership of pharmacies should not be confined to pharmacists (R.22).

Recommendation that the part of the premises providing NHS pharmacy services should be visually distinguishable from other retail activities (shades of Dickson) has the added rider that

accommodation for confidential consultation should be provided (3.78, R.12). This concept of course has been repeated often and probably implemented by some pharmacists to a greater or lesser degree. The Report, however, by implication is associating such provision with financial reward.

Two bald statements made in the Report are interesting for their refreshing frankness and simply for the fact that they are made. Firstly, the indication that professionalism need not be compromised by working in an environment where the sale of non-pharmaceutical goods is also conducted (3.67, R.7). This welcome attitude demands simultaneous high professional conduct and appropriate environmental standards, but is nevertheless very acceptable independent comment. The second point concerns the relationship between professionalism and reward, in that advice given in pharmacy practice brings no return, only the accompanying sale of a medicine (3.72, R.9). At last those responsible for a negotiated NHS contract have a basis upon which to act in this respect.

Two of the themes expressed in the Report have afforded me considerable pleasure. Firstly, I welcome the emphasis placed on the need for the membership to accept and develop a sense of individual professional responsibility, particularly in the decision-making role. At the same time, the Council is expected to encourage such an attitude, requiring the membership to work inside the spirit rather than to the letter of the law. This has incidentally been the attitude recently, at least, and Council has endeavoured to use the carrot of professionalism rather than the stick of legal enforcement.

And, secondly, and of surprise to no-one who knows me I suppose, I am pleased at the support for the concept of education at all levels in pharmacy practice and in the behavioural sciences, for practical research (R.92) and for the (urgent) need for the establishment of chairs in this field across the vast range of subject matter encompassed (R.69).

In its totality I feel that the Nuffield Inquiry has done the profession a very useful service, not so much in that its recommendations contain the essence of blind truth or divine revelation, but in that it has, like all good original writing, stimulated its readers to think more widely, and in particular for pharmacy to reassess its role in contributing to health care.

Council understands and *will* respond to the final conclusion and recommendation (R.96). It has always accepted its responsibilities and will try to take the best of the Report and translate it to the patient's welfare.

FAST MOVING PROFIT!

Gem

The value
for money
hairecare range
that moves
off the shelf
FAST!!!

LOOK OUT FOR THE SUPERB
GEM BODY SPRAYS AND ANTI
PERSPIRANT DEODORANT
SPRAYS.

Gem hair care is a range of value for money, quality products that your customers will be back for time and time again. Just look at the choice they have... Gem Hairspray is available in Normal and Extra Hold, both with added Conditioner. Gem Styling and Conditioning Mousse with Jojoba, conditions as well as styles and leaves hair non-greasy. Gem Frequent Wash Shampoo with Silk is really kind to the hair and scalp. And Gem Frequent Use Conditioner with Silk is the most gentle you can recommend. Both are available in 75ml easy-to-use tubes. For the younger person, Gem Styling and Setting Gel is a line that lets them experiment with those more modern styles and it comes in a 100ml clear jar. Last of all, our popular Gem Dry Shampoo is available in the 'trimline' can. All products are beautifully packed for extra appeal, so your customers will be moving them off your shelves really FAST... It all adds up to extra profits for you. Contact us now for more details or we will arrange for a representative to call so you can see Gem products for yourself

RICHARDS & APPLEBY

Gerrard Place, Skelmersdale, Lancashire WN8 9SF
Telephone 0695 20111 Telex 628366 G



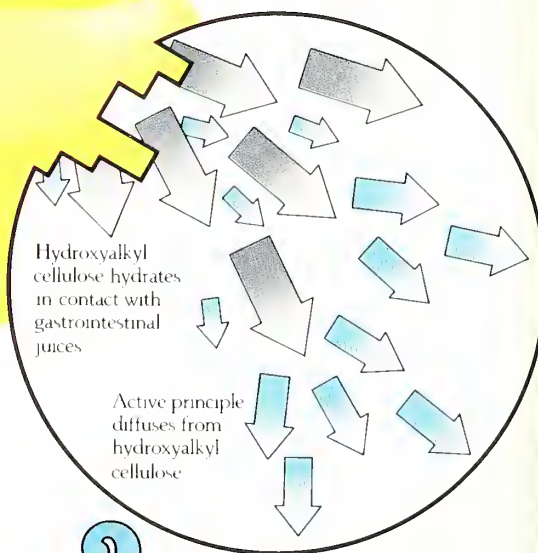
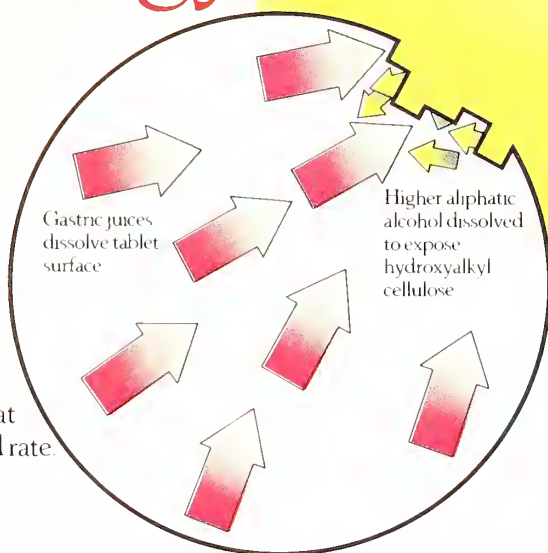
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B6 The inside story.

The
tablet

The
technology

1st stage of
Continus
drug release.
Tablet dissolves at
a pre-determined rate.



2nd stage. Active
principle disperses
from Continus structure,
also at a controlled rate.

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A resounding vote of confidence in pharmacy'

The Nuffield report is a resounding vote of confidence in pharmacy and what it is capable of becoming, chairman of the Nuffield Committee Sir Kenneth Clucas told 180 pharmacists at the Central Hall, Westminster, last Thursday.

Pharmacy is an under-utilised profession. The part dispensing plays in the job has changed — some people ask whether it still needs a pharmacist to do it, Sir Kenneth said. But every pharmacy should be controlled by a pharmacist — he or she needs to deal with the minority of cases that require graduate skills.

"This is not enough to utilise the education and training a pharmacist receives. The job should be extended back into the preprescribing area and forward into the community," said Sir Kenneth. The first point was made by the medical profession on the basis of 15 years of hospital ward pharmacy — it was not a case of trying to push onto doctors something they didn't want, he said.

How is the pharmacist going to find the time? By defining his role within the pharmacy with reference to the dispensing process, said Sir Kenneth. While the Medicines Act and the NHS Act call for supervision of Pharmacy medicine sales and NHS dispensing the Nuffield Committee felt only the concept of personal control was necessary.

The question of supervision is one for the profession to determine, he said. Personal control means the pharmacist is responsible for everything in the pharmacy, but does not have to do it himself. Delegation and ensuring staff competence were all part of the management process — and that was not unprofessional.

"Much of the dispensing process is being delegated — much can be delegated. Only the minority of prescriptions require a pharmacist's intervention," said Sir Kenneth. It was determining when there was a need for intervention that was important, and that was something the Pharmaceutical Society should be looking at.

The Nuffield Report attached great importance to the health advisory role — it would not infringe on a GP's responsibilities — but it could be done better. "The payment system has got to change," said Sir Kenneth. "The preamble to the new contract set out quite admirably what it should be. What followed did not. Loading everything onto dispensing stops

the pharmacist carrying out the advisory function."

The *Which?* report on pharmacy was on the whole reassuring, but it had shown more medicines were sold than was really necessary. Payment must not be through the sale of medicines but for giving advice, he said.

"The way in which the profession conducts itself should be less by law and more by what the profession decides. If you want to operate in law then you had better stop being a profession — determining your own ethics is what it is all about," said Sir Kenneth.

There are advantages in pharmacies forming parts of shops, but commercial and professional activity may be at variance. "The role we see is to maximise the service to the patient — even if it means not making a sale. You don't get round this by saying Pharmacy goods only should be sold," he said. "Solving the problem of delivering professional advice within a commercial environment is merely an attitude of mind."

The question of standards of premises is not one to be tackled by law. It should be incorporated in the contract because an FPC has the right to insist on the maintenance of standards. Discussions were going on between the Society and the DHSS over the incorporation of minimum standards within the contract, said Sir

Kenneth.

It had been suggested there might be a time lag before premises reached the required standard, and therefore it was necessary to have powers under section 66 for the interim. "If it is just required for that limited purpose then it is not contrary to what we feel," he said. Provided the standards required for a contract were similar to those required by the Society no substandard pharmacies should open.

Turning to education Sir Kenneth said it was essential that the course be science-based. "The pharmacist is a scientist or he is nothing, but the science taught must be relevant. Some subjects must be dropped to give way to others." To cope with the advisory role there needed to be the addition of some social science.

"The people you are dealing with are not case histories. Knowledge has to be applied within a social environment," said Sir Kenneth.

The report was only a blueprint. To bring it into effect will require a lot of hard work, he said. "The profession can set out with good heart in its ability to do this."

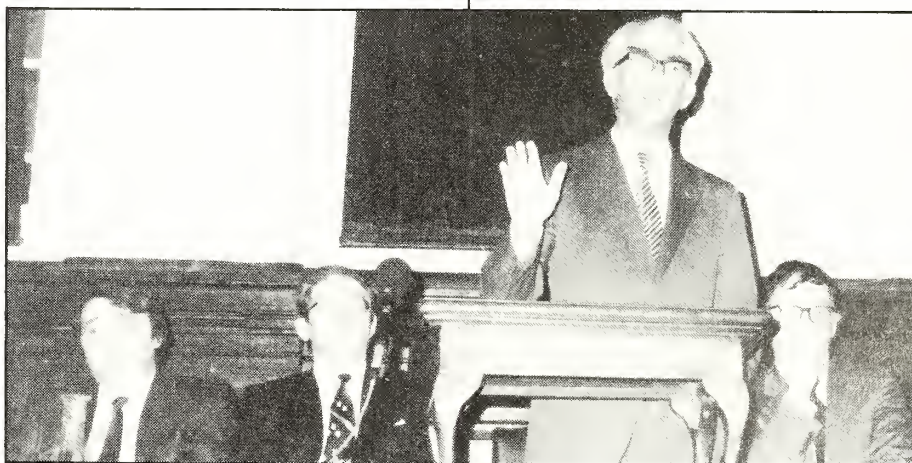
Law sufficient — yes or no?

Provision for the type of personal control pharmacists might employ in pharmacies, as envisaged in the Nuffield Report, is already contained in the Medicines Act, according to Bernard Silverman.

No further primary legislation would be required, he said, speaking from the platform at last Thursday's meeting in the Central Hall, Westminster.

"The only test of personal control takes place as it should, within the profession

continued on p838



Nuffield Committee chairman Sir Kenneth Clucas makes a point, watched by (from left) Dr Peter Noyce, Bernard Silverman and the Foundation's John Cornford

continued from p837

itself through the Statutory Committee. A test of whether one is in control can be applied within the present law. A short period away, but contactable, is the interpretation the Statutory Committee might put on it," he said.

Mr Silverman was responding to a question from Pharmaceutical Society president Geoff Booth, who suggested that on this aspect the report was unhelpful. "Can I interpret that what you are saying is that personal control is a matter for pharmacists, but will require primary legislation to achieve it?" he asked.

Professor Peston, another committee member, pointed out that the Statutory Committee currently put a totally different interpretation on the personal control aspect. "A change in primary legislation must be required for a change in the supervision rules," he said.

Several pharmacists expressed concern over how the closer links proposed with GPs were going to develop. Committee member and GP, Dr Stuart Carne said so far the relationship has been unsatisfactory. It must be a local arrangement though, he said.

Dr Peter Noyce said it was paradoxical that hospital pharmacists often have a better working relationship with GPs through prescribing committees than their community colleagues. Mrs Henshall said any development would begin through enthusiastic individuals. "That is how ward pharmacy developed. It cannot be opposed from above."

Professor Florence said the hospital pharmacist knew more about his patients than his community colleague because he could refer to their records. He advocated a move towards patient registration with a pharmacy, to give the pharmacist some background.

Chairman Sir Kenneth Clucas criticised the attempt to link course entry to future numbers needed in the profession. "The schools have lost out and it means lack of motivation in students because they know they have got a job."

Professor Peston criticised what he described as the pharmacist's great worry that he has to intervene all the time. "What worries me as a lay person is the reassurance you get from the pantomime of checking on a P sale."

Hospital practice pointer to future

The development of hospital pharmacy had enabled the Nuffield Committee to make progressive recommendations for the future of community pharmacy, says Inquiry chairman, Sir Kenneth Clucas.

"There was a time in the late '60s when hospital pharmacists were second class citizens," he told the Hospital Pharmacists Group meeting at the Pharmaceutical Society's headquarters. "But the move to ward pharmacy and the Noel Hall Report transformed the service through initiative and vision. When the history of things comes to be written and the recommendations have been implemented the key factor will be what has been happening in the hospitals in the last 15 years," he said.

On visits to hospitals during the preparation of the Report, the one thing that struck him was the spirit that existed between the health professions, Sir Kenneth said. He was particularly impressed with the way doctors saw clinical pharmacy. "When we invited submissions it was the doctors' associations who said that the general practitioner wanted to have available to him the same sort of assistance that his hospital colleagues had."

Sir Kenneth pointed out that hospital

pharmacy was the only chapter in the Report that didn't have a section labelled "the future." "The future is already here, he said. "In our section on hospital pharmacy we were picking out 'best practice'." But he warned against complacency. There is a great deal to be done to get "best practice" in all hospitals, he added.

Resources were a key issue. He suggested few studies had been done on how resources were utilised and whether it was to the best advantage. Was it right that a hospital could not provide a clinical pharmacy service, but had an information centre that did a great deal of research in answering queries.

He commended the Report's suggestion that work should be done by people at the top of their ability level, given adequate supervision. "You have applied this, community pharmacists still have a lot learn on this with regard to dispensing," he told the HPG.

On the question of the division of work between hospital and community pharmacists in residential and nursing homes and domiciliary visits, Sir Kenneth said that the Report had given its proposals in a tentative form because of the difficulty of deciding which conditions were best treated from hospital and which not.

The idea that out-patient dispensing should be transferred to the community sector was another about which there was little or no research. He thought, however, that such a move would fit in well with the expanded community role envisaged.

'Now is the time for action'

"Clinical pharmacy has received acknowledgement as the most interesting part of the profession. It has come of age, and as a home grown British product," Dr Peter Noyce told the Hospital Pharmacists Group.

However, he had a warning. "Nuffield has underlined the contribution that hospital pharmacists make as specialists in medicines, but having seen the best and little of the worst," he said. Ward pharmacy took ten to 15 years to become established. He hoped it was not the year 2000 before there was a comprehensive implementation of Nuffield.

"Local incentive is important," he said. Clinical pharmacy is about individual efforts and more objective studies were required. The Nuffield Report was realistic about future resources, but many of the problems it suggested needed resolving — pay, promotion blockage, the career structure for specialists, 24-hour service, improved career prospects for technicians — had been around for many years.

"Many of Nuffield's suggestions are not new, but now is the time for action." There was a need for a concerted professional strategy for the development of hospital pharmacy. "Specialist groups should only pursue professional interests," he said.

Dr Noyce said the suggestion that out-patient dispensing be transferred to the community pharmacist seemed to have touched a raw nerve. But the community was a more obvious place to site dispensing anyway, as tended to be the situation in Scotland. "Hospital pharmacy is about supporting secondary health care," he added.

The development of services to nursing homes would come through the managed service in the short term. But in the way the hospital pharmacist's role is perceived for the future, "part of that work should become more naturally the community pharmacists." He envisaged each health authority appointing one or two pharmacists to monitor such services.

Dr Noyce too bemoaned the dearth of research into pharmaceutical practice. He suggested one problem in the hospital service was that there was no motivation for research to be done in the promotion system. He suggested that chairs in pharmacy practice may well be a thing for the future. "We can learn a lot from the medical profession," he said. "Ten or twelve years ago GPs were *persona non grata* in the medical schools."

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Mustard: condiment or ancient cure-all?

Mustard may be a favourite with the weekend joint these days, but there was a time when it was found more useful for reducing inflammation, soothing pain and even relieving deafness. Delegates at the Spring conference of the British Society for the History of Pharmacy discovered there's a more to this condiment than meets the eye.

"A history of mustard in pharmacy and medicine" was described by Dr G.E. Court. He said most writers agreed that the spread of the Roman civilisation throughout Europe was accompanied by the growing use of mustard as a condiment. Abbey accounts from St Germain-des-Prés in Paris shows that mustard was a significant source of revenue. Centres developed where mustard makers practised their art, especially at Dijon, where hand-ground seeds were used until steam powered mills were introduced for the grinding of the mustard seeds about 1850.

In Britain, household accounts of the 13th and 14th century frequently mention "Sinapium".

In the late 13th century mustard seed sold at 1s 3d to 6s 8d per quarter; a century later the price was 15s to 16s. But in the 15th Century it could be obtained for as little as one farthing per lb.

Until the 18th century the mustard flour was coarse-grained and the speckled appearance was due to particles of testa or husk. About 1720 a Mrs Clements of Durham evolved a process of pounding and sieving which gave a fine yellow product free of husk. A similar routine was adopted by the Messrs Keens of Garlick Hall, London when opening on a factory scale in 1742.

In 1814 a young Norfolk miller, Jeremiah Colman set up his plant in the water mill at Stoke Holy Cross near Norwich. His process depended on grinding using pestles and mortars followed by sieving through specially woven silk sieves.

However the earliest usage of mustard was medicinal rather than culinary. Hippocrates (460-377 BC), Theophrastus (372-287 BC) and Dioscorides (50-100 AD) employed mustard in medicine mainly as an external or local stimulant to dissipate local inflammations, soothe pain, encourage hair growth, relieve deafness, etc. Internally it was used as an emetic and for the treatment of intermittent fevers.

Galen recognised mustard as causing inflammation, raising blisters and acting as a counter irritant. John Gerard (1597) eulogised on the culinary and medicinal virtues of mustard. Nicholas Culpeper in 1653 made many observations on mustards. In his time several mustards apart from black and white mustards were in use.

Hedge Mustard (*Sisymbrium officinale* Scop *Erysimum officinale*) was recommended by Culpeper but was less powerful. Mithridate mustard (*Thlaspi arvense* L.) and treacle mustard (*Erysimum cheiranthoides* L.) were also weaker than common mustard. These mustards appeared in Mithridate, Venice Treacle and Matthiolus's Great Antidote



Leslie Matthews, a founder member of the British Society for the History of Pharmacy, was presented with an engraved goblet at the Society's Spring meeting in Norwich. Mr Matthews had indicated he wanted to retire from the Society's committee. In an oration Dr T.D. Whittet said that Mr Matthews had done more than anyone else to popularise history of pharmacy and put it on a firm, academic basis. As well as writing many books on the subject, including a series published by Merrel Dow Pharmaceuticals, Leslie Matthews was founder member and chairman of the Pharmaceutical Society's history of pharmacy committee.

against poisons and pestilence. The *London Pharmacopoeia* 1720 differentiated the more pungent black mustard from the milder white variety, and the *New Dispensatory* 1770 included the fixed oil expressed from the seeds.

Mustard as a medicinal agent remained popular until this century. Poultices with linseed or breadcrumbs or mustard alone were often prepared and used domestically. The BP 1898 included mustard papers and liniment but not poultices, however the BPC 1911 included mustard bath and mustard poultice. By 1914 only the liniment remained in the BP. Mustard was deleted from the BP 1932.

The story of mustard in pharmacy and medicine appears to be somewhat transient but firmly established in folklore.

It seemed appropriate that the BSHP conference should be held at the Maids Head Hotel, Norwich. For one of the speakers pointed out that the venue and earlier inns on the site had contributed to Norwich life since the 13th Century. Mr J.G. Kilmartin said that it was the starting point for the London stage coach in 1760 and during the French Revolution it had provided meeting accommodation for supporters of both sides.

Although there were few Quaker apothecaries and doctors around Norwich Mrs M.H. Phillips in her talk on the subject said there were links between local families and some of the best known Quaker apothecaries, doctors and pharmaceutical companies.

For example, the Gurney family in Norwich, have been described as the leading Quaker family of England. A Henry Gurney married Elizabeth Bartlett, daughter of Benjamin Bartlett, apothecary of Bradford. Timothy Bevan of Plough Court married "Young Hannah" grand daughter of John Gurney of the Three Pigeons, Norwich. Timothy was the younger brother and partner of Sylvanus Bevan, founder of the Plough Court Pharmacy which became Allen and Hanbury's.

The first of the Gurneys of Earlam called "Johnny-for-Short" married Kitty Bell of Stamford Hill in 1775, daughter of Daniel Bell, coal merchant and Catherine Barclay. Daniel's cousin Jacob Bell married, in 1771, Sarah Sheppard and their son John, born in 1774, was founder of Bell and Croyden's pharmacy. Kitty Bell's sister Charlotte, married Capel Hanbury and was the mother of Cornelius and Daniel of the Plough Court Pharmacy.

Unconnected with the Gurneys was a miller of Norah Walsham, an ancestor of William Ransom of Hitchen, founder of William Ransom & Sons Ltd, manufacturing chemists, herb growers and distillers of Sun Street, Hitchen.



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Clear policy needed on PIs

This letter makes no attempt to deal with the wrongs of parallel importing — only with the fact that to survive under the present system a pharmacy establishment must make a profit (technical term for money to buy food with).

If the "clawback," which is certain to come, is to be taken indiscriminately from all contractors, how many would soon need the help of a dictionary to understand that term "profit?"

Here we are, the pharmacists of Great Britain, apparently, with our conservative views, the only group of innocents left in this country still prepared to trust this Government. We are moralising over whether or not to use parallel imports when our necks are in the noose. Which of the Government's ministers has morals, as evidenced by his actions in public?

A simple statement from the Minister to say that the clawback would be directed only against those who have profited from

the use of parallel imports would surely lead to almost 100 per cent of contractors abandoning the use of PIs.

It may be the case that the Minister requires our help in breaking the ridiculous pricing practices which the pharmaceutical industry maintains with the help of the NHS system. However, I cannot imagine any minister turning to us for help — we are far too "wet."

Let us have a clear public statement of policy on this matter from the Minister before the innocent contractor is heavily penalised for the actions of the PI dispenser.

The NPA, PSNC and the Pharmaceutical Society continually remind us of the powerful lobby and favour we enjoy in the corridors of power. Let us see them come down from the Nuffield cloud and use some of this influence to get the innocent contractor some assurance that he will be allowed to keep the profit he makes from his retail business. And not have his fair profit taken from him for an offence which he did not commit.

William Cockburn
(a non-contracting pharmacist)
South Ruislip.

Opportunity lost..

How typical of Dr David Roberts, chairman of the Dispensing Doctors Association, to throw away a golden opportunity to show some semblance of professional respect regarding pharmacy and the Nuffield Report. How embarrassed his colleagues must feel having to put up with his chauvanistic response to what has been a non-partisan examination of how best to look after the interests of patients, be they rural or urban.

The humbug is clearly shown by his own misconception regarding the pharmacist's role. Dr Roberts has obviously forgotten that those on the Nuffield Panel were people who were eminently suitable for appraising the value and position of the pharmacist, including members of his own profession. He does himself and his association little credit with his arrogant assertions. It is time that Dr Roberts realised he is out of line with the majority of his profession, and that his point of view is seen purely as a boost to broaden his position, with little regard to the principles involved.

The Nuffield Report gives a clear picture of what pharmacists are capable of doing in helping the patient, and alleviating the workload for doctors. It is hoped that the extra time saved for the doctor will be used for the patient's

benefit, and that the resultant co-operation between the professions will see the end of the sort of response which is exemplified by the chairman of the Dispensing Doctor's Association.

John Davies
Secretary Rural Pharmacists Association.

Scruffy notices

A propos Mr David Morgan's timely article on appearances (April 12, p715), may I have the temerity to suggest another small way in which community pharmacists can improve their public "face".

So often one sees modern, attractive pharmacies let down by the use of amateurish, handwritten signs and notices. Just a few yards off London's Oxford Street is a smart, newly fitted pharmacy partly spoilt by two poorly lettered, felt-tipped notices on the glass entrance doors, "NO DOGS ALLOWED" and "PLEASE USE OTHER DOOR".

The NPA lists numerous, professionally printed signs of this type and can supply many others to special order as a completely free service.

A case can be argued for personalised, hand printed "money off" and "special offer" signs inside the premises, but there ought not to be any excuse for this type of permanent notice when all members have to do is to pick up the phone.

J.A. Goulding.
Business services department, NPA.

More PL(PI)s

The following PL(PI)s have been notified to C&D since its April 12 supplement.

Aeropax (International) Ltd, trading as Stephar BV

PL/4259/0169	Nuelin 125mg	Theophylline 125mg
PL/4259/0069	Gyno-Pevaryl 150 vaginal pessaries	Econazole 150mg

Whitworth Pharmaceuticals Ltd

PL/4423/0068	Amoxil (Clamoxil) 250mg	Amoxycillin trihydrate 286.945mg equivalent to 250mg amoxycillin
PL/4423/0110	Amoxil (Clamoxil) 500mg capsules	Amoxycillin trihydrate 573.9mg equivalent to 500mg amoxycillin
PL/4423/0048	Androcur 50mg tablets	Cyproterone acetate 50mg
PL/4423/0039	Alrhumat 50mg caps	Ketoprofen 50mg
PL/4423/0040	Cinobac 500mg caps	Cinoxacin 500mg
PL/4423/0038	Clinoril forte 200mg	Sulindac 200mg
PL/4423/0129	Diamox tablets	Acetazolamide 250mg
PL/4423/0119	Duphaston	Dydrogesterone 10mg
PL/4423/0109	Feldene 10mg capsules	Proxicam 10mg
PL/4423/0122	Floxapen 500mg caps	Flucloxacillin sodium 525mg = flucloxacillin 500mg
PL/4423/0053	Froben 50mg tablets	Flurbiprofen 50mg
PL/4423/0130	Hydergine 1.5mg tablets	Dihydroergotomine mesylate 1.5mg
PL/4423/0047	Inderal LA caps 160mg	Propranolol hydrochloride 160mg
PL/4423/0084	Ismelin 25mg tablets	Guanethidine sulphate 25mg

Eurochem Ltd. From May 1 the company has given the DHSS an undertaking that it will not list any unlicensed parallel imports. A loose insert issued in London copies of C&D last week listed around 30 products under "EEC pharmaceuticals" which had no licence number. We were unaware of this until it was too late to exclude their price list.

Applicants fall

Fewer 'A' level students are now applying for places on pharmacy undergraduate courses, according to the latest figures from the Universities Central Council on Admissions.

There is a drop of 9 per cent in the numbers who had applied at the same time last year. Overall there is a decrease of 3.2 per cent in the total number of university applicants, but a 12 per cent increase in applications from overseas students.

Norchem success

Visitors to Norchem in Manchester this week totalled 2,457, compared with 1,272 last year. Just over 1,000 were community pharmacists; the rest included opticians, vets, doctors and dentists. Approved Prescription Services won the award for best stand. The exhibition will be held again in Manchester about the same time next year.

Chemist & Druggist 26 April 1986

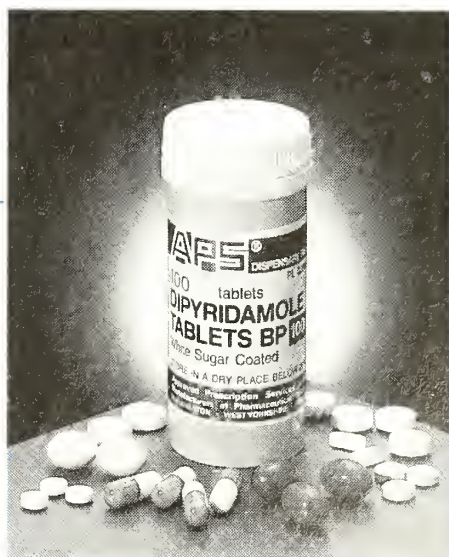
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Salmonella bugs Boots: more delay at Kendal

Boots have halted all production at the ill-fated Farleys plant at Kendal following fresh discoveries of salmonella in the milk drying plant.

Now the company says it will not bring back the Oster products until the new milk plant starts operating. This could take between three and six months.

Tests have isolated the bacteria around the old drying plant where it was first discovered in December. There was no trace of contamination in the products and none had been sold, say Boots.

Production started up at Kendal in early March. Boots had started on some bulk work and a contract for the DHSS. "But it just had to stop," said a Boots spokesman. "There is no question of Boots doing any work in a plant where there are

salmonella traces."

DHSS inspectors have been called in to the plant again. It was closed last December following a *salmonella* ealing outbreak. The source was never traced. On February 24, after extensive tests and cleaning, the DHSS gave the go-ahead for production to restart. By that time Boots had bought both the Kendal and Plymouth rusk plants from Glaxo for £18m. Production at Plymouth has continued uninterrupted.

Boots were about to unveil their plans for the relaunch of the Farleys brands when the bacteria were found. Farleys used to hold 24 per cent of the babyfood market. If the products do not appear until August they will have been off the shelves for nine months.

Strathclyde wins Queen's Award

Two pharmaceutical firms have won Queen's Awards for technological achievement — and one shares the award with Strathclyde University's pharmacy department.

The Wellcome Foundation's research laboratories and Strathclyde's Department of Pharmacy win their joint award for the research and development of Tracrium, the muscle relaxant. The search for a drug with the desired novel action started in the early '70s as a collaborative effort between John Stenlake, then professor of pharmacy at the University, and Dr Roy Hughes of Wellcome's laboratories in Beckenham and Dartford.

Tracrium received a UK licence in 1982 and a US licence the following year. Sales are now around £30m, with royalties going to the university.

Royalties have so far amounted to £800,000, with future income estimated at £400,000 a year. The university, in collaboration with Professor Stenlake, who is now honorary research professor, is looking at using the money to set up a pharmaceutical chemistry trust for further research.

Wellcome have already won six other awards, four export and two for technology, winning last year for Zovirax.

Beecham's pharmaceutical research

division won its award for developing new antibiotics based on potassium clavulanate, now contained in Augmentin, Timentin and Synulox. Research took 14 years and cost over £60m. It is Beecham's fifth Queen's Award.

Kodak received a Queen's Award for export — the fourth the company has won.

Just over half the company's sales to the year ending October 6, 1985 came from exports, amounting to some £291m. And nearly three-quarters of the goods made in the UK were supplied to export markets, say Kodak.

Kodak recently pulled out of the "instant" market after a legal battle with Polaroid (C&D January 18, p109). However, the company is confident that new products coming through will more than fill the gap left by the move, so that export orders will not be affected.

The Queen has made 27 awards for technological achievement this year, with another 114 for exports. Awards are held for five years.

Disposed of...

Colgate Palmolive have pulled their Snugglers brand out of the disposable nappy market.

The company confirms the move but will make no further comment.

Colgate pioneered the UK all-in-one disposable nappy market, but despite a massive relaunch last year the brand had less than a 5 per cent market share when discontinued.

Board moves at Macarthy's...

Mr David Wright has resigned as director of Macarthy's Pharmaceuticals and as managing director of its wholesale distribution subsidiary Macarthy's Ltd.

And the financial director of Macarthy's Ltd, Mr D.A. Banks, ceased to be employed by them from April 18.

Mr Michael Bridger, group managing director and Mr C.W. Warrilow, group financial director, will take over as managing director and financial director of Macarthy's Ltd respectively, in addition to their existing responsibilities. The reorganisation follows the appointment of Nick Ward as chairman and chief executive in February. Macarthy's believe the changes will enable the parent company to have closer direct control over Macarthy's Ltd.

...as new finance plan introduced

Macarthy's are entering the pharmacy finance field, with a loan plan through arrangement with Lloyds Bank.

Interest on the scheme will be 1½ per cent above base rate, with a ½ per cent arrangement fee. Payments will be made quarterly. Any loan will be completely guaranteed by Macarthy's. In return the pharmacy would be expected to take 70 per cent of their business through Macarthy's.

"We were aiming for a scheme which is fairly simplistic," says director Jim Canning. The application form operates on a points system; if the answers are satisfactory the loan will be arranged more quickly.

"We think we have a scheme which offers a number of advantages over others that are available," he says. Macarthy's are operating a capital repayment "holiday" of one year, in which the interest only need be paid. And the loan can be repaid at any one time without penalty with 28-day notice.

Prospectuses giving details of the scheme will be available shortly.

Roterpharma Ltd have moved to Littleton House, Littleton Road, Ashford, Middlesex (tel 07842 48297).

National Generics have moved to 170 Cape Hill, Smethwick, Warley, West Midlands B66 4SJ.

Chemist & Druggist 26 April 1986

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Dissident MPs plan alternative Shops Bill

MPs who destroyed the Shops Bill in Parliament are now planning a Bill of their own to make Sunday trading legal — but in a much more limited form than the Government intended.

Ivor Stanbrook, MP, who led the Tory back-bench rebellion which sank the Government's Bill, will introduce a Private Bill under the "Ten Minute" rule on May 13. It will not become law owing to its low position in the queue of private legislation awaiting Parliamentary time. But Mr Stanbrook is confident it will lead to a new and successful Government Bill in the Autumn.

Mr Stanbrook explained to *C&D* this week: "My Bill will codify who should and who should not be allowed to trade on Sundays. If we can get the formula right we will get enough cross-party support for the Government to know that it can bring in its new Bill in the next Session and have a guaranteed majority when it does so."

Mr Stanbrook has called a meeting of MPs who voted against the Government Bill for May 1 at Westminster. They will try to agree on a list of acceptable Sunday traders. Lord Brentford, chairman of the Keep Sunday Special campaign, will attend. Discussion will centre on the compromises rejected by the Government before its own Bill was lost: limited categories of traders; limited floor space; limited hours, and licensing by local authorities.

But Mr Stanbrook does not agree with

MP Peter Bruinvels who this week called for bigger fines on shops who do trade on Sundays. "Most of us who voted against the Government do not want to stop all Sunday trading, nor do we want to see non-stop prosecutions. We are genuinely concerned to iron out anomalies."

Reactions to Mr Stanbrook's proposals have been mixed. "We still feel that complete deregulation is the only answer," said a spokesman for the Association of district Councils in England and Wales. "There is going to be a lot of confusion. Our general attitude is that the law should be upheld but we realise some local authorities do act on their own."

Open Shop say they think it makes sense to remove some of the anomalies. "The law is in such a mess at the moment that partial reform is more sensible than none at all," said a spokesman. They are planning to hold meetings with interested parties in the near future to see which interim solutions command the most support.

The National Chamber of Trade is calling a meeting of its trade and professional alliance — which includes the NPA — on May 8. They will discuss which alternatives to complete deregulation they should support.

USDAW is not coming out in favour of any particular formula but is most concerned that any new suggestions should not harm employees' rights. "The changes wouldn't have to be too drastic," said a spokesman.

Celltech get £5m R&D support

Celltech are to receive £5m from Cyanamid for a minimum of two years' research and development.

The research will be for so called "second generation" monoclonal antibodies for cancer imaging and therapy.

The money comes from a deal with American Cyanamid Company and its UK subsidiary, which will provide the initial research funding. In return Cyanamid will have exclusive world marketing rights for any products, expected to become available in the 1990s.

The first products to be available are expected to be the imaging molecules, followed by therapeutic molecules.

Celltech estimate that the market for chemotherapy products will increase from \$1b to \$2b by 1995, when monoclonal antibody based products are predicted to have 15 per cent of the market.

The new agents are hoped to allow more precise targetting of anticancer drugs, resulting in fewer side effects.

David Gratton, MPS, has been appointed commercial director of Celltech. He was previously chief executive of Boots-Celltech Diagnostics. His successor is Clive Hallam, MPS formerly managing director of American Hospital Supply (UK) Ltd.

Dispersa are now extending their pharmaceutical operations to the UK. *Dispersa (United Kingdom) Ltd, Westhead, 10 West Street, Alderley Edge, Cheshire SK9 7XP (tel 0625 584788).*

Retail stocks over the top

Retailers hoping for good sales growth have taken in too much stock, says the latest CBI/FT survey of distributive trades.

Sales volumes for March had been expected to accelerate. But out of 303 retailers who responded to the survey, a balance of only +35 per cent reported more sales, compared with 37 per cent in February. This is the lowest figure since the survey began.

Orders placed by retailers have been slowing down in recent months. Again, the balance reporting higher orders than a year ago fell to the lowest ever given by the survey — +20 per cent. Bad weather was blamed for the disappointing results by the CBI's survey panel chairman, John Salisse.

Slower sales volumes and orders are also shown for wholesalers, as well as stocks being too high. But April sales should show an improvement both for the wholesale and retail sectors.

The survey's figures give a gloomier picture than is shown in Government statistics. The Department of Trade and Industry's provisional sales volume index, at 119.4, shows record levels. It compares with 117.2 in February and 114 for March of last year (1980 = 100).

Aerosols glad to be stuck up

Spiky hair has given aerosol makers cause for celebration in their Association's 25th year.

The British Aerosol Manufacturers' Association say last year's output reached record levels, going up by over 11 per cent to 697m units. In 1984 the figure was 626m, and at the beginning of the decade just 498m units.

Over 182m hair care products were made last year — up 42m on the year before, making this one of the biggest growing sub-sectors. The demand for treatment aerosols and new mousse styling accounted for most of this increase. The new deo-cologne body sprays have pushed the personal care sector up by 11 per cent, says BAMA chairman Anthony Bracking — and personal care as a whole was the main growth area.

Medical and pharmaceutical products were up by nearly 4 per cent at 69m units (1984: 66.5m) and air fresheners by over 12 per cent at 45m units.

Tip top — a not tip?

Another drugstore is set for a stock market debut, following in the footsteps of Superdrug and chemist chain Underwoods.

Tip Top Drugstores are offering their shares on the basis of profit forecasts for 1985-86 — put at more than £1.1m before the release of an official figure. The company's prospectus was being prepared as *C&D* went to press.

Tip Top are based in Northern England and Scotland, where they have around 80 stores. Founded in 1966 by Fred Brown, now the chairman and managing director, the chain carries about 2,500 lines — including OTC medicines, toiletries and personal care products, baby care and household goods. Last year its sales stood at £27m, bringing profits before tax of £777,000.

Leo Cavendish, director of consultants Financial Strategy, told *C&D* that the company expects a good response from the issue. "It's an attractive company, with the right marketing formula and a good product range." Tip Top compete both at the bottom and top of the range, he said, with own label products competing in both areas.

Funds raised by the issue will contribute to further expansion in the North and Scotland. But there are also plans for a move into the South — Superdrug territory — before the end of the decade. Tip Top could be a "powerful competitor" to Superdrug, said Mr Cavendish. "If they raise the finance to increase their momentum, which the new issue should give them, this company should have a very rosy future".

Fine points

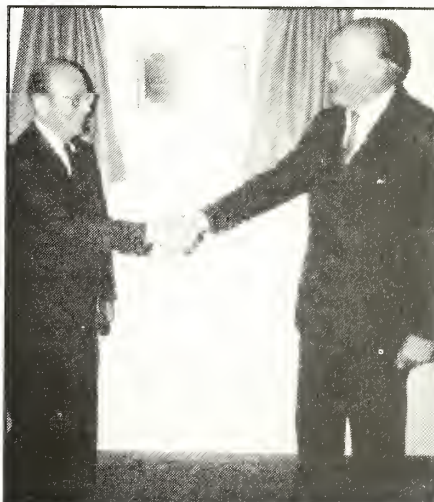
A new fine fragrance division is handling the Maxim's de Paris range (see *Counterpoints*) at Beauty International Fragrances.

The new range — and the upmarket Manex haircare collection — will be marketed separately from the mass market brands Coty and Goya, which are distributed under the Rigease division.

Sales manager Stewart Chambers is responsible for sales to chemist outlets.

Beauty International Fragrances may seek quotation of the unlisted securities market next year and are looking for direct acquisitions or exclusive licensing agreements for distribution. The company bought Goya from ICI for £2m in 1984.

Chemist & Druggist 26 April 1986



Stafford-Miller have trebled the size of their factory at Cwmbran in South Wales with investment in excess of £2.5m since 1980. The new complex was recently opened by Mr J.B. Bennet, vice-president of Stafford-Miller seen above with the chairman of the Cwmbran Development Corporation, Colonel G. Inkin

Jung take up stockings

Lastonet Products — makers of support stockings — have become a wholly owned subsidiary of the Jung Corporation, an American health care group.

Managing director Alan Barnard said the deal will give Lastonet the opportunity to invest in new products and machinery. These would accommodate the imminent changes to Drug Tariff specifications for compression hosiery.

Two appointments are made to the board: Garry Wilson, production and development director, and James Hilton, financial director.

The Jung Corporation already has a company in the UK — Solport Ltd.

Worth a change

The Maurice Blanchet Group, which controls Parfums Worth and Coryse Salome, has been bought by an unnamed group of French industrialists and financiers.

The deal introduces a new management team for Worth, headed by chairman Miguel Lindemann, former managing director of Rochas and chairman of Elizabeth Arden, France. The new managing director is Alexandre Kadoch, who comes from Revlon.

Plans for Worth include modernising the Suresnes manufacturing plant and reassessing worldwide marketing plans. The company has recently announced details of a UK launch for the Dans la nuit fragrance (see *Counterpoints*).

Hair care call from NPA

Hair care and sun tan products are the subject of the next NPA staff training course which takes place on Tuesday, May 20 at The Strand Palace Hotel, London.

Cost of the course to members is £30 (inc tea and coffee but not lunch) and it is presented by Miss Jill Jackson, technical trainer with L'Oreal Ltd. Booking form/further details from Training Department, 40-42 St Peter's Street, St Albans, Herts AL1 3NP.

Unichem plan six evenings

Unichem are holding six "Showcase Evenings" in May and June.

They are at Southend on May 14; Swansea on May 21; the Bromley Court Hotel, London, on June 5; Leicester on June 11; the Park Hall Leisure Centre, Charnock Richard, Lancs, on June 18 and Cardiff on June 25.

Any pharmacists interested in attending should contact their local Unichem branch for full details: members and non-members are welcome.

Monday, April 28

Hull Pharmacists' Association. Postgraduate centre, Hull Royal Infirmary at 7.45pm. Film from Roc Laboratories on "The sun and skin cancer," with talk by Dr Wyatt.

Swindon Branch. Pharmaceutical Society. Kings Arm Hotel, Wood Street, Swindon at 8pm. Annual meeting.

Tuesday April 29

Crawley, Horsham, and Reigate Branch. Pharmaceutical Society. Redhill Hospital postgraduate centre at 8pm. Fourth lecture on Muscular-skeletal disorders by Laraine Freak, MPS.

Wednesday, April 30

Wirral Branch. Pharmaceutical Society. Wirral postgraduate centre at 8pm. Continuing education course.

Weald of Kent Branch. Pharmaceutical Society. postgraduate centre, Kent and Sussex Hospital, Tunbridge Wells at 8pm. Fourth lecture on "Respiratory tract diseases and their treatment."

Advance Information

Society of Cosmetic Scientists. Thursday, 1 May, Northern lecture, by A. Straw (Colgate Palmolive Research Division) on "Safety and environmental issues related to aerosols" at 6.30pm in Reynold Building, University of Manchester.

The British Society for the History of Pharmacy. PSGB headquarters, 1 Lambeth High Street, London, Tuesday May 6, at 7pm. "No better float through posterity" by Professor G.R. Paterson, executive director, Hannah Institute for the History of Medicine. The story of the Hannah Institute. Coffee and biscuits from 6.30pm.

Pharmaceutical Society Industrial Pharmacists Group. Meeting at Society headquarters on "Pharmaceutical Production — Medicines today with tomorrow's technology" on Tuesday May 13. Details from R.E. Marshall, The Pharmaceutical Society of Great Britain, 1 Lambeth High Street, London SE1 7JN.

Manchester and District Training Group. National Pharmaceutical Association. course on Stomachcare, Sunday, May 18. Further details from Mr Saeed Akhtar, 061-228 3773

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Noyce joins DHSS

The Nuffield Inquiry recommendations should get a sympathetic ear from at least one member of the DHSS staff.



Dr Peter Noyce, a member of the Committee of Inquiry, joins the Department on May 1 as deputy chief pharmacist. Dr Noyce, who is currently district pharmaceutical

officer for Hampstead Health Authority, will head the Department's pharmaceutical practice branch.

A damp course

All six pharmacist marathoners we spoke to last week completed the London Marathon last Sunday but were a bit hampered by the weather.

Alan Brown from Mid Glamorgan finished in 3 hours 10 minutes and wore his National Pharmaceutical Association "Ask your pharmacist" T-shirt.

Mrs Rene Sutch, from Luton and Dunstable Hospital, found her NPA T-shirt very handy because by the end of the race all her kit was soaked. She didn't manage to break the 5 hour barrier but was determined to finish because "my medal was at the other end and I wanted it," she told *C&D*.

Professor Mike Newton and Dr Mike Star from the London School of Pharmacy at Brunswick Square managed times of 3 hours 11 minutes and 2 hours 53 minutes, respectively.

Our second community pharmacist Frank Meaby from Bognor Regis, finished in 4 hours and Dr J.R. Bloor from Roussel Laboratories came home in a time of 3 hours and 39 minutes.

Students from the Welsh School of Pharmacy and the Portsmouth School of Pharmacy will compete for the Scholl Sports Aid trophy in a new one-day sporting event on May 4. Events on the day will include: rugby, mixed 7-a-side hockey, netball, squash, and volleyball, and takes place at the Welsh School of pharmacy.



London pharmacist Barbara Dudzinska won the star prize in the draw at Macarthy's trade fair last week. The prize is a trip to Venice on the Orient Express. Henry Cooper got Mrs Dudzinska on the right tracks by presenting her with the tickets, while Macarthy's director Jim Canning looked on.

Doncaster DUMP success

Doncaster Local Pharmaceutical Committee is delighted with the success of its recent DUMP campaign which netted around £120,000 worth of old medicines.

The weight of dry products amounted to 15 cwt while 40 litres of liquid preparations were collected. The drugs were broken down into the following categories: analgesics, 19 per cent; antibiotics, 15 per cent; cardiovascular, 9 per cent; CNS drugs, 24 per cent; vitamins and iron; 11 per cent; other groups, 22 per cent. Of special interest was the 30g of strychnine and 14g of arsenic returned.

Kirby Warrick Pharmaceuticals has formed a team of oncology product specialists and appointed a product manager. Martin Cortvriend joins as product manager from Farmitalia where he was responsible for the marketing of their major cancer products. David Briscoe comes to Kirby Warrick from Bristol-Myers. David Jenkins joins from Bristol-Myers Oncology. He has also worked with Lundbeck and Schering Chemicals. And Philip Ryan has worked for the Imperial Cancer Research Fund, Farmitalia and Bristol-Myers in a seventeen year career in the industry. All report to Ian Scoular, marketing manager of Kirby Warrick Oncology.

The company has introduced Intron A.

Smith & Nephew plc: Alastair Macperson has been appointed to the board as a non-executive director.

Cow & Gate Ltd: John Morrison, previously senior product manager for new product development in Northern Ireland, has been promoted to group product manager.

Singleton: Leslie Bryan, FPS, of Bayswater, London, on April 15. Mr Singleton was a prominent figure in advertising and pharmaceutical journalism and was a former member of *C&D*'s editorial staff. He was a member of the Institute of Practitioners in Advertising and had been director of the Asthma Research Council.

Mr Singleton was born in Macclesfield in 1909 and was educated at King Edward's School, Lytham St Annes and Bury Grammar School. He obtained a degree in chemistry from Manchester University and gained his MPS in 1931. He worked in the pharmaceutical industry with Evans, Sons, Lescher and Webb at their Biological Institute, and then joined the advertising department of Burroughs Wellcome before moving to *C&D*.

In 1953 Mr Singleton established his own advertising agency in London which specialised in pharmaceutical accounts — L.B. Singleton Ltd — which handled many accounts for major companies in the UK and USA. When the company became part of Grant Advertising Ltd in 1963, he remained as managing director and for a time supervised its operations in Bangkok. He left the company in 1971 to become a private publicity consultant and later formed the Swallow Manufacturing Company with Dr George Turfitt, which was concerned with patent marketing.

Dibbs: after a long illness Quentin George Dibbs, 30 Carlton Way, Cambridge. *Mr Mervyn Madge secretary, Plymouth Branch Pharmaceutical Society, writes:* I mourn the passing of a well respected pharmacist who was also a good and long standing friend. He qualified from the old Plymouth School of Pharmacy where he had been a leading light on the sports side and a stalwart member of the football team. Entering the Co-operative pharmacy and becoming a superintendent of the Cambridge branch, he made many friends because of his sense of fair play of judgment combined with modesty and intelligence.

Hicks: suddenly on April 2, Francis Roy Hicks of 80 Weston Park Road, Peverell, Plymouth, Devon. *Mr Mervyn Madge, secretary, Plymouth Branch, Pharmaceutical Society, writes:* The Plymouth Branch mourns the passing of another of its elder members, Francis Hicks. He had been retired for only four years after a lifetime of service to the community. Qualifying in 1940 and serving in the RAF he later opened a pharmacy in his home town of Plymouth, where he upheld the highest standards.

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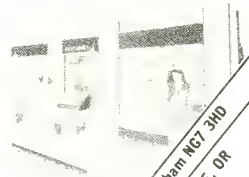
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CHILDRENS PLAY CENTRE

The SCOTTISH RETAIL CHEMISTS EXHIBITION

SCOT'CHEM'86

EXHIBITION CENTRE INGLISTON EDINBURGH

18-19 MAY

**OPEN SUNDAY 10am-7pm
MONDAY 12 noon - 9pm**